

ISN'T IT GRAND!		
	Max.	Min.
Monday, Sept. 26	98	64
Tuesday, Sept. 27	97	62
Wednesday, Sept. 28	100	60

# The Desert Sun

Of Palm Springs, California

SERVING AMERICA'S MOST RAPIDLY GROWING DESERT-MOUNTAIN AREA

174 N. Palm Canyon Dr.  
(Colborn Center)  
Phone 2249  
Subscription, \$6.00 year by mail  
anywhere in the U. S.

VOL. XXIII—No. 12

Friday, September 30, 1949

Single Copy 10c



**COOPERATION PLEDGED**—The city's biggest industry paid respects to Russell Rink, city manager (left), when envoys of the Palm Springs Hotel and Apartment Association called at city hall. Extending the association's welcome and pledges of cooperation are (left to right) Directors Tom Burness, Twila King, Keith Herbert and Acting President Arthur Meyer. They were immensely pleased with Rink's appreciation of the importance of the vacationist's dollar as the primary source of the community's economic health, and smiled happily over the new city manager's plan to put some "promotional oomph" into the city's official stationery.—Earle O'Day Press Service.

## Dedication of Palms Tomorrow Formally Inaugurates Season

### Mrs. Petrillo Defense Plan Being Drawn

Temporary Insanity And Triangle to Be Cited By Attorney

Two pleas will be presented for Mrs. Sophie Petrillo, at the preliminary hearing next Wednesday, October 5, according to Attorney William J. F. Brown, who said that not guilty and not guilty by reason of momentary insanity would be filed in her defense.

Mrs. Petrillo, who, police say, shot and killed her husband September 19, after finding him in the apartment of Mrs. Alma Prima, ex-wife of Bandleader Louis Prima, is at the present time in the county jail at Riverside pending the hearing.

**BROWN LEFT** the Village yesterday to confer with District Attorney William O. Mackey and Assistant D. A. R. T. Sullivan Jr. to demand the hearing be held in Palm Springs rather than at Riverside as previously announced by Sullivan earlier this week.

Defense will be built about the "Eternal Triangle" aspects of the case said Brown.

"Mrs. Petrillo was a victim of the unfortunate circumstance of not knowing how to cope with competition such as Mrs. Prima was giving her," Brown said.

**PETRILLO** was discovered by his wife at Mrs. Prima's apartment at about 4 a. m. on the day of the shooting according to statements by both Mrs. Petrillo and Mrs. Prima to police. Explanation offered by the latter was that she was talking over details of a new business venture with Petrillo.

Another development of the case is that Attorney Eugene Walker of Hollywood may enter the defense picture as a result of conferences with Mrs. Petrillo and her brother, Mike Petrillo, down from his home in San Jose. He is said to have been an old-time friend of the Petrillos.

### Zone Application Fees Are Hiked

A change of zone application filing fees from \$25 to \$50 was suggested to city council Wednesday night by City Planning Engineer Charles Woodman at the request of the Planning commission.

It was explained that the expenditures for each application approximated \$50 cost to the city in research, publication fees, and other incidentals. Council accepted the suggestion with no protest to so order the new schedule of filing fee costs.

### Hot Brakes Call Out Department

A fire call Monday at 10:33 p. m. called the department to South Indian avenue where a '47 Plymouth coupe, owned and driven by John Waks, started to "fry" in the brake drum department due to set brakes, according to firemen.

### Canyons to Open, Too, Tomorrow

Nearly everything is opening tomorrow to start the season off with a bang: latest announced late yesterday afternoon by Mrs. Howard Perdue of the Indian office is the toll gate plan for Palm and Andreas canyons.

Starting on regular service with attendants on regularly the gates will be open daily, 9-5.

### Minturn Resigns As Acting City Manager

City council at last week's meeting accepted the formal resignation of Acting City Manager George Minturn from that position effective September 15 as the permanent manager Russell D. Rink took duties on that date.

### Council Given Latest Data On Indian Act

Bill Will Be Law, If At All, in Week From Today, Report

Report was made to city council Wednesday evening of the passage of the Indian bill by congress which will affect the Agua Caliente reservation of Palm Springs.

Given by Councilman Florian Boyd and City Attorney Roy Colegate, who had just returned earlier in the day from their third trip from Washington where they had successfully pushed the bill through to completion, the report disclosed it had been sent to the president for signature or automatic approval the day previously, September 27.

**BOYD EXPLAINED** that all it now needed was President Harry Truman's signature to become a law or a tabling of the bill at the White House for 10 days which automatically makes it law. Unless the bill should be vetoed, then it will be a law as of Oct. 7, next Friday, or sooner if the president signs it.

The two city delegates had gone to Washington last week in order to arrive on Wednesday at the reconvening of the house from a short vacation and on the day of the reconvening the two had cornered Chairman Toby Morris of the sub-committee on Indian affairs who worked with them in getting the approval of Wesley Dewart of Montana and others on the necessary changes so that the house and senate bills would conform.

**WITH APPROVAL** finally obtained by the delegates.

### Sewing Machine S.O.S. Sounded

They had a sewing machine at the Youth Center all summer—but with the opening of the season the owner had to have it again.

So they need another for the winter. Youth Center committee of the Welfare and Friendly Aid society yesterday issued an appeal to anyone having a sewing machine they'd like to loan the Center to contact Mrs. Leslie Jackson at the Center, 4043.

The Center re-opens on October 4.

### No Coffee So They Just Go Home

A call to police Wednesday night from a local cafe told of a group of boys causing a disturbance. Officers John Herrera and Jim Clarkson responded to discover the boys outside the eatery giving the owner a "bad time."

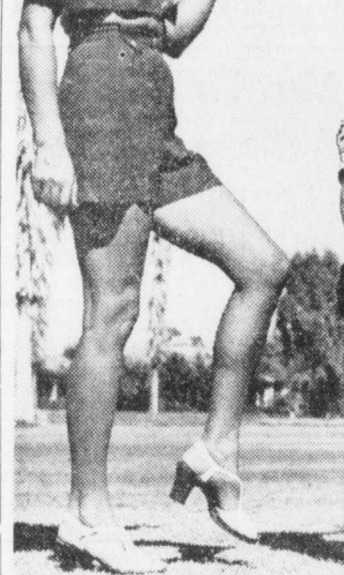
The lads complained that the owner would not serve them since he "did not want any coffee trade" from them. Officers sent the boys on their way and the meeting adjourned with no coffee.

## Mile of Palms Along Drive to be Dedicated Tomorrow in Memory of Clarence C. Neel

In loving memory of one of the pioneer townspeople who passed on earlier this year, tomorrow's dedication of the mile of palm trees along Palm Canyon drive will be to Clarence C. Neel who, in his own simple, unassuming way, exerted a powerful influence upon the lives of Villagers with whom he was associated.

Children of adversity in their earlier years caused C. C., or "Pop," as he was commonly known, and Mrs. Neel, to develop an appreciation of the travails of others so much so that the two were always in sympathetic feeling for their fellow man. And most of all, C. C. loved the desert.

### Merchants, Civic Leaders To Take Part in Ceremonies At Andreas and Palm Canyon



**BARBECUE BRIGADE**—Ready to lead off in tomorrow night's assault on the goodies to be served at the second annual barbecue of Palm Springs Sportsmen, Inc., are Mrs. Ted Reed and the Reed's 8-year-old twins, Joan and Peter. Limited to 750 lucky ticket holders, the event is the first community affair of the Village's fall events calendar and will be staged on the golf course, near the Alejo street entrance.—(Earle O'Day Press Service.)

## BARBECUE TOMORROW FIRST "OFFICIAL" EVENT

"Everything is in readiness for the annual barbecue tomorrow night," said President Warren Heath yesterday of the event set for tomorrow night at the O'Donnell golf course, Alejo entrance, being given by Palm Springs Sportsmen, Inc.

Food for the 750 ticket holders will be prepared by Ralph Romero, Bannin chef who has made an excellent reputation locally in recent years by his delectable delicacies from the barbecue pits. Tickets are limited to 750 although as of late yesterday there were still some available for the event. Tickets also include admission to the dance at the Wars Memorial building following the barbecue.

**HEATH STRESSED** two things: bring your own utensils and DO NOT bring hard liquor. Ample beer will be provided for the occasion but the request is made by both the association and owners of the property.

Utensils are necessary for fuller and less messy enjoyment of the food, Heath said, and it is impossible to provide utensils on occasions such as this.

Tickets for the affair may be obtained at the fire hall, Palm Springs Sporting Goods store, American Legion, Palm Canyon market, Hatchett's market, Des Moines.

See BARBECUE, Page 12

See BARBECUE, Page 12

**THE ENTIRE DAY** will be one of festivity and gaiety as the season officially gets off to a start. Cooperating to the fullest are Retail Merchants association, the Hotel-Apartment Owners association, the chamber and the Junior Chamber of Commerce.

Chairman of the dedication program is Leo Baker, president of the retail group; Wall Spalding, originator of the double ceremony, is acting as coordinator of the event. Bob Bennett will act as master of ceremonies.

Los Compadres will start its season's activities next Tuesday by an evening dinner ride out season's activities next Tuesday on the desert.

Reports from each committee on Western Week activity were received by General Chairman Bob Bennett, who said he was pleased with the work already done by the committees.

"I think that if the plans continue as smoothly as now at the start," he said, "Western Week this year will top any we've ever had before."

## Merchants, Civic Leaders To Take Part in Ceremonies At Andreas and Palm Canyon

Barbecue in Evening First Official Event Of New Year Here

**WHAT**—Blessing of the Palm Trees and official opening of the season.  
**WHERE**—Andreas road and Palm Canyon drive.  
**WHEN**—Tomorrow at 5 p. m.

Marking the opening of the fall season, formal introduction to the "rush" of the new seasonal year will be held tomorrow at fitting ceremonies.

Starting the day will be the merchants of Palm Springs who are featuring "Season Opener" specials at their stores as an introduction to the people that merchandise of the same high quality and schedule of prices as is obtained at the metropolitan stores is available.

**THEN IN THE AFTERNOON** at 5 o'clock there will be a program of dedication of the new palm trees along Palm Canyon drive with fitting ceremonies at a platform on the southeast corner of Andreas and Palm Canyon.

Music by the high school band will usher in the short program of dedication of the trees to C. C. Neel, pioneer nurseryman and friend of humanity, followed by Charles Farrell. Further band selections will then follow and the lighting of the clump of three trees at the corner by Mayor first lap of the day's activities will be concluded.

At 7:30 p. m. comes the first of the big events of the season and the first on the chamber of commerce's special events for the season, the Palm Springs Sportsmen's annual barbecue at the Alejo entrance of the O'Donnell golf course.

Admission is \$1.50, which also entitles the bearer to dance at the Wars Memorial building at 9 o'clock.

**THE ENTIRE DAY** will be one of festivity and gaiety as the season officially gets off to a start. Cooperating to the fullest are Retail Merchants association, the Hotel-Apartment Owners association, the chamber and the Junior Chamber of Commerce.

Chairman of the dedication program is Leo Baker, president of the retail group; Wall Spalding, originator of the double ceremony, is acting as coordinator of the event. Bob Bennett will act as master of ceremonies.

Los Compadres will start its season's activities next Tuesday by an evening dinner ride out season's activities next Tuesday on the desert.

Reports from each committee on Western Week activity were received by General Chairman Bob Bennett, who said he was pleased with the work already done by the committees.

"I think that if the plans continue as smoothly as now at the start," he said, "Western Week this year will top any we've ever had before."

The famous Palm Springs institution each fall will be October 27-30 this year, and is open to the public.

IT CANNOT BE DENIED that Palm Springs has had a reputation for high prices. Because of its seasonal nature, people expect somewhat higher prices than in communities where business is fairly steady the year around. But the complaint has been made that prices, in many instances, were out of line even for a resort. There were at least enough instances to bring about the harmful reputation.

Many stores here have maintained prices that were competitive with those in any other southern California city, but have failed to emphasize the fact. Others are adopting the competitive price policy, and a group of the stores are joining in a cooperative effort to convince shoppers that they can get just as good values here as anywhere else. A page of typical items at competitive prices appears in this issue of The Desert Sun.

This is a good start toward living down the harmful (Please Turn to Next Page)

## More Street Settees Now On the Way

Street benches, a subject long advocated and agitated in the Village, and authorized by the city council for purchase last spring, are now on their way, according to a report from City Manager Russell Rink at council meeting this week.

According to a report from City Engineer George Minturn, Rink said that 20 have been ordered of type as in front of Colborn Center with wooden seats and backing set in concrete bases.

A Pasadena firm is manufacturing the devices for street comfort and delivery is scheduled for approximately October 13, less than two weeks away.

Spotting of the benches will be made later as result of a survey by the Public Safety committee of the city council and Police Chief August Kettmann with a design for placing them in strategic locations, where there will be a maximum of shade, and where there will be a minimum of space taken away from necessary foot traffic areas on the sidewalks.

There has long been felt a need for benches along the streets for pedestrian comfort and it was not until last spring, at the instigation of the Business Women's club, that the council authorized the installations. Due to pressing duties and other restrictive conditions at that time it was deemed wiser to wait until fall for their purchase.

### Posies for the Palms

At the recommendation of the Park board, Councilwoman Ruth Hardy introduced a motion that flowers be planted about the base of the palm trees on Palm Canyon drive at this week's council meeting. So ordered the city legislators.

## This Side Of the Sun

By Phat

And here we come to October One, Summer's over, the fun's begun. How do I know that it's the season? Just sniff the air, you'll know the reason.

**YEP**, the new season is under way. . . Plant 'em on Monday, mow 'em on Thursday. . . Lawns are going in and truck and trailer loads of this and that are courting our streets. . . The desert has a fragrance all of its own at this time of the year but soon the grass will be green and the shrubbery abundant. . . Even old-timers, that speedy conversion of yellow expanse into green lawns is always a revelation. . . Many's the time I could have taken newcomers at 3 to 1 when I told them the lawn that was going in on Monday would be showing green by Wednesday—well, maybe, Thursday.

**THIS THING** starts off with one of those blacker-type deals that are supposed to rhyme. . . That's because three people—and not one of them me—asked me this week what had become See THIS SIDE, Page 9

## HOTEL AND APARTMENT GROUP SET FOR SEASON

Announcing that practically all member-hotels will be open and prepared to welcome visitors, Acting President Arthur Meyer of the Palm Springs Hotel and Apartment association yesterday issued a call for the entire membership to turn out for tomorrow's downtown ceremonies inaugurating the 1949 season.

An industry-wide participation in the "blessing of the palms" ceremonies is assured, Meyer revealed, and attendance at the evening barbecue to be staged at the golf course by Palm Springs Sportsmen, Inc., will be fully representative.

"OUR HOTELS" perhaps will not be at their best from the standpoint of flower plantings, lawns and landscaping," Meyer said, "but we will make up for this with the warmth of our welcome to visitors, and the attention to details of service which has earned our reputation as a leading resort of the country."

Meyer expressed the official hope that regardless of the early fall rates, presumably in effect at member hostilities, all operators would remove all advertising signs stressing such rates before tomorrow.

This type of advertising, Meyer explained, and any other hotel displays based on a "cut rate" theme, are deemed inappropriate by the hotel association in view of the united efforts of that organization, the Chamber of Commerce, and the Merchants association to get the season off to a proper start.

The hotel group is already examining its own role in the promotion of Western Week late in October, Meyer revealed. He is scheduling conferences with Los Compadres, the nationally famous HOTEL MEN, Page 12

## Important Meeting Called By City Beautification Group

Important matters will come before the Palm Springs Beautification committee meeting scheduled for 4 p. m. today at the offices of Bob Bennett in Herbert Lienau Village and Chairman John Connell urged all members to be present.

First on the program will be election of officers for the ensuing year and then discussion of clean-up plans and programs. Dates for a general clean-up

of the Village will be set so that lot owners and others will be fully aware of the general beautification period and will take advantage of the free service at the city dump. No charge is made for depositing rubbish there, Connell emphasized.

Connell said that at today's meeting convenient dates will be discussed and the clean-up period set so that the Village will be spic and span for the new season.

Several other bids were made on each but Foster's was said to be low and so ordered by majority vote of the council. Councilman Gordon Feelings not voting on this measure, Councilman Florian Boyd had not appeared at time of vote and Mayor Charles Farrell was absent from the meeting.

## Ten More Trees to Go Says Minturn

City Engineer George Minturn reported to council Wednesday night that as of that time 314 palm trees had been planted along Palm Canyon drive in the planting program with 10 more to go.

He said that the trees would all be in their positions by today, thereby ending the program in time for tomorrow's dedication ceremonies which will also open the season officially.

A total of 307 switch boxes and 307 hose connections were completed as of Minturn's report with completion of these installations also promised by today. Average cost per tree to date, Minturn said, was \$68.79 although the average will run higher than that when all bills are paid and all returns in.

Actual installation of the lights will take some time since each tree poses an individual engineering problem but the city engineer felt assured that all would be ready for lighting by Christmas.

**Centennial!**  
**Pages 13 to 16**

Desert Hot Springs is staging a great 49er Centennial a week from tomorrow and Sunday.

Details may be found in a special four-page section in today's issue of The Desert Sun.

Turn to pages 13 to 16 for information on the big event.



## New Supervisor Will be Honored At Dinner Party

The Coachella Valley Advisory Planning committee is sponsoring a Valley-wide get-acquainted dinner meeting next Wednesday night in honor of Supervisor and Mrs. Collis Mayflower.

The meeting of the group was scheduled for Wednesday night, but when it was learned that Supervisor Mayflower could not attend, the session was postponed, according to L. C. Lewis, president of the Valley Planning committee.

Harry C. Harper, executive secretary of the group, urges members and their wives who plan to attend the dinner to send in their requests early, because reservations will be required.

Oysters on trees are sometimes found in tropical regions;



**NEW JUDGE?**—With San Bernardino County's Third Superior court becoming official tomorrow, John Gabbert, prominent Riverside attorney, was reported to have been selected by Gov. Earl Warren for the post as superior judge.

they are found in thick clusters on the roots of mangroves and are over water only during low tide.

## PIONEER SIGN CO.

"MAC" MAGENNIS  
"BILL" MAIDHOF  
378 S. Indian Phone 6423

## GOING TO BUILD?

THE BEST COSTS NO MORE!

30 years experience in "Better Building" enables us to give you the utmost in building efficiency.

**A. B. CRIST CONSTRUCTION CO.**

PHONE 4493 — PALM SPRINGS

## CORK BOTTLE

SUMMER  
SEASON

OPEN 10 A. M. to 12 MIDNITE  
Phone 4153

## Third Superior Court in County Opens Tomorrow

Riverside county's third superior court department comes into official being tomorrow, October 1, under legislation passed this year at Sacramento and John Gabbert, county seat attorney, and son of Ray Gabbert, county publisher and newspaper broker, will become the third county superior court judge.

State legislature authorized Riverside county's third superior court judge at the last session and the law goes into effect tomorrow.

The new judge, who will join Superior Judges Russell S. Waite and O. K. Morton, is a veteran of World War II and has long been active in county seat civic affairs.

Presumably, the new court department will share the two superior court rooms now conducted by Presiding Judge Morton and Judge Waite and will probably set up court in the superior chambers, the law library and the jury room where extra sessions department has held forth in recent years.

The legislature also authorized superior court to sit in the Coachella Valley whenever necessary or convenient.

## Mrs. Field Opens Antique Shop

After completing an 8,000-mile motor trip visiting more than 20 states buying and selecting new and interesting antiques for her shop, Mrs. Etta Field has reopened the Antique Shop on Andrews street for the third season. Included among the many items purchased are figurines, vases, luster lamps and cut glass. There will be a most interesting collection of imported costume jewelry of semi-precious stones. Mrs. Field has made her home in Palm Springs for the past ten years.

## Waffle Shop Will Open Tomorrow

Paul W. Berger and Harry George, co-owners of the Waffle Shop, announce the re-opening of their establishment tomorrow. They will serve the same good food that made the Waffle Shop so popular with Villagers and tourists for so many seasons. The shop will be under the management of Harry, who will be on hand to greet his many friends.

## The PUBLISHER'S Corner by OLIVER B. JAYNES

reputation. It will help the entire community and at the same time stimulate local buying. Residents can show their appreciation of this policy by buying everything possible in this community which now has a wide selection to choose from. When the word gets around that prices are more reasonable in Palm Springs it will help to regain some lost patronage. And, if more people do more of their shopping right here it will go a long way toward creating local prosperity. That, in turn, will benefit everybody.

**SPEAKING OF REPUTATION**, it would help an awful lot and cost practically nothing for this community to have a reputation for cleanliness and courtesy. There's nothing that makes as good impression on the visitor as a courteous treatment. In stores and cafes, in city offices and all business and professional establishments a friendly greeting and expression of appreciation for patronage will build good will for the Village and help to bring visitors back again. . . . The reputation for cleanliness is important too. Untidy streets, sidewalks and vacant lots do untold harm. Our City Beautification committee, headed by John Connell, meets today to make plans for cleaning up the Village and keeping it clean. They need, and should have, the support and cooperation of every resident.

## Liquor Renewals Go Unprotested Newspapers Give Board Trouble

Applications for several renewals of on-sale distilled spirits licenses were filed by the state board of equalization with the city, and announced at the council meeting this week.

Those so filing, with no protests from the council were Arthur and David Lyons for Saddle and Sirolo, Racquet Club, Donald Manchester and Don Manchester's Bombay, Edith Wolcott for La Paz Guest Ranch, Francis W. Murray for El Dorado bar and restaurant, and Horace Heidt for the Lone Palm hotel, the latter being a quarterly license.

In addition, an application for renewal of dance permit by La Paz was also met favorably by the council.

## County Doctors Offer Aid at Norco Hospital

County Veterans Service Officer James Carlson disclosed Monday that the County Medical association of which Dr. H. M. F. Behneman of Palm Springs is president, has wired Washington that it will assist in staffing the Corona Naval hospital should the Veterans Administration take it over and that the entire file on the hospital has gone to President Harry Truman's desk.

"There's no reason why the VA shouldn't take it now except politics," Carlson told supervisors.

Carlson said the offer of the medical association should counteract any claim that there are not enough physicians in this locality.

The medical association also offered to make its members available for consultation service Carlson said.

## Village Youths Trap Rattler In Mountains

There are three new snake charmers in the Village and one rattlesnake—in captivity.

The three who brought it back alive are Bob Knupp, Rolly Jones and Harold Sweet Jr.

They bagged their prey, a three-foot specimen, in the hills across the desert from the Village, using forked sticks and a tool box for a cage.

The snake has 12 rattles.

## Supervisors Aid Salton Regatta

Desert Beach Yacht club will have county help in publicizing its four-day national speed boat regatta October 7 to 10.

Supervisors Monday heard Alex Staples, Yacht club director, request publicity help and agreed to give.

## Newspapers Give Board Trouble

County supervisors got into a hassle this week over old newspapers and when they were well stymied, they tossed the problem into the lap of County Counsel Earl Redwine, whom incidentally, they fired a couple of weeks ago.

The law says that one county official must subscribe to at least one newspaper and keep it in a permanent file.

What puzzled the supervisors was which county officer. None wanted the job.

County Recorder Jack Ross, who had been keeping the file, said the law has been changed and he no longer is responsible. It used to designate the county recorder as custodian of the file but now says "any county officer." The files are cluttering up his office, Ross said.

Unable to find a place to keep the files or anyone to file them, supervisors put it up to Redwine for a legal opinion.

## Eleanor Truex On C. of C. Staff

Added to the staff of the chamber of commerce with duties to commence tomorrow is Eleanor Truex, who will act as "Mrs. Palm Springs" as the official receptionist at the chamber for visitors during the season.

Need for someone capable in this important job of public relations and information has long been felt by Chamber Manager Bill Dunkerley and it is felt that Mrs. Truex' background of work and experience in the Village plus her smiling personality are the perfect combination for the position.

A resident of this area for nearly five years, Mr. Truex was for two years until recently with The Desert Sun.

## David Barrett Appears Nightly At Royal Room

An importation—said to be one of the best from New York City where he played all the top night clubs—is David Barrett, organist, who commences a six-weeks' stay at the Royal room of the Royal Palms hotel tomorrow night.

Arranged by Pat Barbara, the musician will perform nightly. Harry Spencer, operating manager of the hotel, said he feels the addition of Barrett to the Royal room will make this one of the truly nice night spots in Palm Springs.

Barbara said yesterday that Barrett has played nearly all the top night clubs in Gotham and at one time he was at the Roosevelt hotel in Hollywood where he acquired a large southern California following.

## Valley Men Take Important Posts On County C. C.

Several Cathedral City and Desert Hot Springs residents were named to important committees at the County chamber of commerce at Banning Tuesday.

Recommendations for committee appointments from Palm Springs, Thousand Palms, Riverside and some other communities, have not been received to date.

**CHAIRMANSHIP** of several important committees went to Cathedral City men, C. Jean Bell, legislation and taxation; W. R. Hillery, flood control; L. C. Lewis, community needs and planning.

In addition, Paul W. Clark, Cathedral City, was named secretary of the tourist and publicity committee; Warner S. Moon, member of the highway committee; Melvin J. Hauser on the industrial development committee, and Claude Cobb on the agricultural committee.

Desert Hot Springs residents named on committees were C. C. Covey, transportation; J. D. Hammer, legislation; L. F. Hamilton, flood control; John Funk, tourist; R. M. McDonald, community needs.

**IMPORTANT HIGHWAY** matters affecting the local area included recommendations to remedy the present traffic hazard at the crossing of Indian avenue and Highway 99 at Garnet and the straightening out of the 29 Palms road in Morongo canyon.

Proposed state park at Salton Sea was also endorsed.

Dr. Cecil Lord of Riverside addressed the group at the luncheon meeting pointing out disadvantages of socialized medicine in Britain.

## Dog Measure Continues to Dog Supervisors

That county dog ordinance is still dogging supervisors.

Monday Fred McCall, farm bureau president and planning commission member, speaking as a private citizen, told the board that he was defying the law just to see how far they'd go.

He said dogs were a needed farm adjunct and he didn't think farmers should pay the license fee.

Supervisors told him the law had to apply to all to be fair, although they, individually, took cracks at it, too.

## Board Collides With Rising Cost of Living

Cost of living index assumed another peak this week.

Supervisors, when they adopted the county dog pound ordinance, estimated it would cost 25 cents per day to feed the impounded canines.

But they reckoned without the rising cost of living.

To maintain a dog in the style he is accustomed to, supervisors were told by County Poundmaster Earl Wescott, it's going to cost 50 cents per day per dog.

Supervisors resignedly changed the ordinance.



DICK  
HENSON'S

## Cantonese House

Specialties...

SPARERIBS—SHRIMPS—STEAKS—  
CHICKEN—ALMOND DUCK—  
EGG ROLLS—ETC.

## FOOD TO TAKE OUT

Plenty of Parking Space  
OPEN 6 P. M. TO 3 A. M.

Near Golf Course  
190 W. AMADO RD.

Tel. 2953

Sun Classifieds Bring Quick Results

## CENTRAL MOTORS School Days Harvest Sale

## BIG MARKDOWNS ON BETTER USED CARS

AS LITTLE AS 30% DOWN  
AND AS LONG AS 30  
MONTHS TO PAY!

OUR PRICES, DROPPED SO  
HARD, THEY ARE  
ACTUALLY BOUNCING

'48 FORD-Six Club Coupe, like new, locally owned.....	\$1345
'47 FORD 4-dr. Sedan, sea mist color, clean, traded-in for a New 1949 Ford.....	1295
'47 FORD 2-dr. Sedan, light green color, traded-in for a New 1949 Ford.....	1195
'46 FORD Convertible, clean, spotlight, new top.....	1295
'42 FORD Club Coupe, radio, heater, traded-in for a '49.....	995
'41 FORD Convertible Club Coupe, new top, new seat covers, paint job. Owner driving a new '49 Ford.....	895
'41 FORD 2-dr. Sedan, light grey, a real bargain.....	695
'40 FORD Coupe, traded in for a New 1949 Ford.....	595
'39 FORD Coupe, new paint job, new upholstery.....	545
'40 MERCURY Convertible Club Coupe, light cream.....	895
'48 CHEVROLET, Fleetline 2-dr. Aero Sedan, traded-in on a New 1949 Ford.....	1395
'42 CHEVROLET Fleetline 2-dr. Aero sedan.....	995
'46 CHEVROLET 4-dr. Sedan, light grey. It's a steal.....	745
'46 PONTIAC 4-dr. Sedan, new paint job.....	1245
'41 BUICK, new two-tone paint job.....	745
'49 ENGLISH FORD, 5000 miles, originally sold for \$1495. Must be seen to be appreciated. Only.....	895
'41 PLYMOUTH, Convertible coupe, new paint, new seat covers. Palm Springs locally owned.....	795
'47 JEEP, very clean, steel top, windows.....	795
'41 STUDEBAKER Champion.....	545
'39 NASH, new motor, new paint. Must be driven to be appreciated.....	695
'47 FORD TRUCK—158-inch wheelbase, 2-ton, 2-speed, stake truck. Like new.....	1195
'42 FORD TRUCK—134-inch wheelbase, stake truck.....	495

Many Other Cars, Some as Cheap as \$45.00

## CENTRAL MOTORS



New Cars  
and Trucks

— YOUR FRIENDLY FORD DEALER —

496 N. Palm Canyon—Palm Springs—Phone 2272

Jackson St., Across from Plaza—Indio—Phones 73617 & 73513

— OPEN EVENINGS AND SUNDAYS —

**DOG OWNERS! LIMITED TIME BARGAIN!**

# 3 FOR 2 SALE ON FAMOUS PARD!

Now you can get 1 can  
of PARD at no extra cost  
with the purchase of 2!  
(SEE COUPON BELOW)

Don't miss this ad! It's the only way you have  
of getting this rare bargain in Swift & Company's  
famous Pard. Better tear out the coupon now while  
you've got it!

PARD is the complete one-dish-dinner. No additional  
meat—nothing more—is ever needed. Pard's ingredients  
are as pure and wholesome as the foods you serve your  
family. Your dog needs nothing more—he can get nothing  
better.

**TAKE HOME 3...**

**JUST PAY FOR 2!**

**NOW--THE BEST  
IN DOG FOODS IS A  
BETTER BUY THAN  
EVER!**

**CLIP THIS MONEY-SAVING COUPON!**

**DOG OWNER:** Fill out this coupon, present it to your dealer, and get your 3 cans of Pard for the price of 2.

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

**DEALER:** Turn in this coupon to your Swift salesman. You will be paid your regular shelf price for the extra can.

Note—Coupon void unless signed by customer and unless sale is made according to terms of this offer. This coupon is void if taxed, prohibited or restricted by law. The redeemable value of this coupon is 1/20 of 1¢ cash. SWIFT & COMPANY.

**LIMIT:** One can at no extra cost to a customer. Offer expires November 15, 1949



## NOW OPEN

## THE SEASON

## Same Good Food

## The Waffle Shop

283 N. PALM CANYON DR.



# Start Plans For "Magic" Convention

With plans to make the Men's Apparel Guild in California (MAGIC) convention here in January the most successful in its history, Dick Maloney, executive secretary, visited the Village last week to make arrangements.

Conferring with convention chairman of the Hotel and Apartment Owners' association, Ted Charleston, and with the manager of the chamber of commerce, Bill Dunkerley, Maloney spent most of the time by inspection of hotel rooms, meeting halls, office equipment, rates and facilities in general for the convention of MAGIC scheduled January 7-10.

He expressed great pleasure at the development in the Village, commenting especially on the palm trees along Palm Canyon drive and the plans for The Field, and he felt the meeting would be the largest in attendance ever held of the organization, due mainly to the increase in facilities and added beauty of Palm Springs through the civic improvement program.

## Convention Dates Set

The 42nd annual convention of the National Association of Real Estate Boards is slated for Nov. 17-22 in Chicago.

COMPLETE FOOD MARKET

VILLAGE MARKET

PHONES 9055-7932

## Village Highlights



"Same ol' room, same ol' teacher, same ol' homework! I'm sure in an awful rut in the fourth grade!"

## 175 Changes in Auto Code Go Into Effect Tomorrow

More than 175 changes in the California Vehicle Code become effective tomorrow, the Automobile Club of Southern California this week reported in releasing a partial roundup of the new state laws many of which will affect Village drivers.

One important change will prohibit the issuance of operator's licenses to persons 14 to 16 years of age, except to those who are bona fide residents of ranches or farms living in rural areas, in cities of less than 15,000 population, or in areas where transportation facilities are deemed inadequate.

ANOTHER WILL REQUIRE all vehicles which are approaching school buses from either direction to make a complete stop when children are being received or discharged and then to proceed by the buses at a rate of speed not exceeding 10 miles an hour.

Henceforth, the minimum speed for vehicles overtaking another

vehicle upon a grade will be 12 miles an hour, it was pointed out. This is designed to prevent slow trucks and trailers from tying up traffic on mountain grades.

MOREOVER, local authorities may by ordinance or resolution prohibit vehicles from standing unattended upon a grade (exceeding three per cent) within a business or residential district without blocking the wheels against the curb and taking other safety measures.

Under the new laws, it will be illegal for motorists or pedestrians to willfully or negligently throw lighted substances from or upon roads or highways outside of business or residential districts; to drive over, upon or across any barriers dividing two roadways, excepting through openings designed for same; to ski or toboggan on or across a highway when movement of vehicles thereon is interfered with.

IT WAS ALSO emphasized that any person who willfully or negligently damages any street or highway shall hereafter be held liable for such responsibilities as removal of debris resulting from accidents, providing detours and warning traffic.

In pointing out that many of the new laws have been designed to provide more stringent enforcement measures, the club said penalties for such violations as engaging in speed contests on highways and failure to perform required duties after striking unattended vehicles have been greatly increased.

## Jahn Must Face Morals Charge

Leslie Jahn, tennis professional and teacher, of the desert area, was ordered held in \$2500 bail for trial on a morals charge after hearing in Los Angeles court Monday.

Chief witness was Laura Lee Jahn, national net star.

In court, but not called as a witness, was the girl's mother, Mrs. Lucille Jahn Meeks, former wife of the tennis teacher.

## Mayflower Takes Part in Board's Activity at Once

Five supervisors were present at Monday's meeting of the county board for the first time since spring when former supervisor from the Fourth District, James I. Easley then a resident of Palm Springs, was forced to stay away because of illness. Easley later resigned, effective during the summer.

Collis Mayflower, former Blythe mayor and appointed last week by Gov. Earl Warren, Monday took his seat with the board with all of the other members present. Welcoming ceremonies were brief and Mayflower, well informed on county problems, plunged immediately into the task.

Letters from the Palo Verde chamber of commerce and ranchers of that area were read describing that area's pleasure in the appointment of Mayflower and telling of his background, popularity in the eastern section of the county and his ability.

In his resignation, Easley touched upon "disappointment after disappointment" at actions of the board but Mayflower and his colleagues got along without controversy Monday and every motion was adopted unanimously.

## Season Leases Taken on Homes

Activity in long-term leases was noted this week by the Don Cameron Realty office of Rancho Mirage with the signing of three. First was the leasing of Dr. J. L. Spear's Rancho Mirage home to Mr. and Mrs. Stanley Paine.

The Lynne Jennings home in Palm Springs was leased Tuesday to the bewhiskered western movie actor, George "Gabby" Hayes, also under contract for radio work on the Roy Rogers show.

The third home leased by the Cameron office Tuesday was that of J. E. Gurley at Del Sol to the R. P. Shea family, who are not hurrying to rebuild their home, gutted by fire recently. Shea is head of the contracting company bearing his name.

## Village to See Part of Eclipse

Villagers, for the second time this year, will get a look of a total lunar eclipse although the coming show will not be as complete as the eclipse viewed here this spring.

The moon will enter the earth's shadow next Thursday at 3:50 p. m. and the eclipse will be total from 6:20 to 7:30. The moon will be all clear again at 10:03, PST.

In the spring total eclipse Villagers saw the entire performance. They'll only see the closing acts this time.

H.....Z 2tz-poot3cHHH

## Housing Workers At Santa Barbara

Staff members of Riverside County Housing Authority, of which Phil Delano of Palm Springs is a member, are present at a two-day three-state housing session in Santa Barbara.

Top ranking housing authorities from the Pacific Coast section addressed the meeting which comes to an end today.

Of the Navy's contracts 69 per cent are now being let to small business concerns of less than 500 employees.

HENRY A. SIMSARIAN

Plumbing • Heating • Cooling

APPLIANCES

850 N. PALM CANYON DR. PHONE 2768

From where I sit... by Joe Marsh

A Big Boost For Smitty!

Stepped into Smith's Department Store the other noon and saw the strangest thing. "Sis" Davis was coming up the stairs from the basement with a bundle of wash.

"Is Smitty taking in washing these days?" I asked. "Not quite," she says. "He's just put in a new automatic washing machine, so the girls who work here can get their laundry done while they're eating lunch. Means more time to relax at night and on weekends."

I thought what a swell boss Smitty must be. Human relations between the boss and employees

have certainly taken a big step forward during my lifetime.

From where I sit, people seem to be doing a better job of seeing our neighbor's viewpoint these days. Though his ideas and tastes may not be ours, we can understand his preference for a certain breakfast cereal, a favorite movie star, or for a temperate glass of beer or ale. That's the way it should be in a free country.

Joe Marsh

## Plans Launched By Palm Desert Group for C. of C.

Several business men of Palm Desert area met at Shadow Mountain Club last week for a chicken dinner on the poolside terrace, and to discuss the pros and cons of a Palm Desert chamber of commerce.

Citizens of the new desert community feel that their interests are now of the magnitude that only a chamber of commerce, functioning as such, can cope with all the local items of business interest to any degree of efficiency.

There was nothing official about this first meeting and it was held only to appoint a committee to gather together all the facts and information pertinent to formation of such an organization for presentation at a later meeting.

At this meeting all the people interested in such an organization are urged to attend to offer suggestions that they feel are constructive. Also at this meeting the temporary officers of the new chamber will be appointed until permanent personnel are elected.

With the opening of the new Palm Desert school, along with so many other income and business enterprises, several items of civic interest have come to the fore and it was the consensus of opinion at the discussion the other night that a chamber of commerce for Palm Desert was now very much a necessity. Date of the next meeting of those interested will be announced soon.

## Square Dancers Will Incorporate

Cow Counties Hoedown association, listing more than 60 Square Dance clubs of the southland, plans to incorporate.

Preliminary steps were taken at a meeting in Redlands Monday night with 140 devotees of the square dance present.

Several local square dance enthusiasts are members of affiliated clubs.

## Plaza Theater Opens Tomorrow For New Season

Said to be the most radical improvement in motion picture screening in 30 years, the new Cycloramic screen will be seen in operation tomorrow for the first time in the Village at the Plaza theatre which is opening with the start of the season.

The screen, said to give the illusion of the third dimension plus better vision, elimination of glare and greater clarity, will be amplified by the latest in sound reproduction, the new "Voice of the Theater" speaker.

An interesting note on the new screen is in the fact that Villager Ben Shearer is the manufacturer, with manufacturing and distribution being done through his B. F. Shearer company of Seattle.

With the reopening of the Plaza theater for the season, the Village theater will be closed temporarily for similar additions and alterations.

## Village Chapter, DAV, to Launch Season Monday

Palm Springs chapter, No. 66, Disabled American Veterans, will hold its first meeting of the new season Monday night at 8 o'clock at World Wars Memorial hall, Ray Hiller, adjutant, announced this week.

Dr. James E. Potter, commander, will preside.

Chief item on the program will be the report of Charles St. George on the state convention. St. George will tell of efforts to obtain the 1952 state convention of the DAV for Palm Springs. Move to obtain the 1950 session for the Village was abandoned because of the time of the year the state session is held. Dates may be moved forward for the 1952 convention so that it can be

held here, St. George said.

Reports on the national convention will be heard and preliminary plans for the annual Forget Me Not sale in January will be discussed.

As it is the first meeting of the season and many important matters are up for discussion, Commander Potter urged all members to attend.

AUTO

Tops and Seat Covers

Sport Tops - \$45 up

Plastic Seat Covers \$37.95

Fiber - \$24.95

Also

FURNITURE UPHOLSTERY

SAUNDERS

UPHOLSTERY

2873 W. Ramsey Banning

WHITEHORN RANCH

JOSHUA TREE CALIFORNIA

The famous desert health bowl for sufferers of arthritis, sinus and asthma.

3000 Feet Elevation All Year Climate

Big 1 1/2 Acre Rancho Homesites

BUSINESS—MOTEL—RESIDENTIAL—INCOME

SITES AVAILABLE ON MAIN HIGHWAY

TERMS AS LOW AS \$50 DOWN \$15 MONTH

RANCH OFFICE Cor. 29 Palms Highway and Outpost Road, Joshua Tree, Calif.

DIRECTIONS: Whitehorn Ranch is approximately 35 miles from Palm Springs. Drive North on Indian Ave. to Highway 99, turn west short distance to 29 Palms Highway and follow to ranch property.

LOOK WHAT 19¢ WILL BUY AT

SAFEGWAY

19¢ isn't a lot of money—but it buys a lot of things at Safeway. Check the list below and see for yourself how much more your money will buy when you shop at Safeway. Now is the time to stock up!

Check These 19¢ Values

Large Lima Beans 1-lb. 19¢

Hydrox Cookies 7 1/2-oz. pkgs. 19¢

Capitol Flour 5-lb. 19¢

Melrose Cookies 10-oz. pkgs. 19¢

Triscuit Wafers 5-oz. pkgs. 19¢

Long Spaghetti 16-oz. pkgs. 19¢

Shells 16-oz. pkgs. 19¢

Elbow Macaroni 16-oz. pkgs. 19¢

Salad Macaroni 16-oz. pkgs. 19¢

French Dressing 8-oz. bottles 19¢

19¢ SPECIAL VALUES

Rancho Soup 2 10 1/2-oz. cans 19¢

Peaches 16-oz. cans 19¢

Peaches 16-oz. cans 19¢

Gebhardt's Tamales 15-oz. cans 19¢

B & M Cod Cakes 15-oz. cans 19¢

Sardines 15-oz. cans 19¢

Mackerel 15-oz. cans 19¢

Deviled Ham 10-oz. jars 19¢

Empress Jam 12-oz. jars 19¢

Jelly 1 1/2-lb. bottles 19¢

Karo Syrup 1 1/2-lb. bottles 19¢

Tea in Bags 16 bags 19¢

Hershey's Cocoa 1-lb. pkgs. 19¢

Prunes 1-lb. pkgs. 19¢

Van Camp In Tomato Sauce 2 16-oz. cans 19¢

Sunny Dwn 2 18-oz. cans 19¢

Cherub Brand 2 tall cans 19¢

Dalewood Brand 1-lb. 19¢

Catalina Brand 28-oz. jar 19¢

Oven-Glo Brand Salted Sodas 1-lb. pkgs. 19¢

Mammy Lou Brand White or Yellow 40-oz. pkgs. 19¢

Hershey Chocolate Almond Milk 6 bars in package 19¢

Choice of Marco, Pooch or Vets Brands 3 tall cans 19¢

Clapp's Junior 2 6 1/2-oz. cans 19¢

MORE 19¢ VALUES

Candies Packed in Cello Bag 1-lb. bag 19¢

Monster Gum Drops, Jelly Beans or Orange Slices, Ultra Fine brand 5-oz. bag 19¢

Nestle Crunch Bar 19¢

Hershey Bars 19¢

Hershey Dainties 6-oz. pkgs. 19¢

Chewing Gum 6 packages in cello bag 19¢

Beaches Peppermint, Beaches Spearmint or Beaches Peppermint 1-lb. bag 19¢

Tobacco 2 pkgs. 19¢

Cane Sugar 2 2-lb. cans 19¢

Certo Fruit Pectin 8-oz. pkgs. 19¢

Corn Meal 2 20-oz. pkgs. 19¢

Rice Krispies Kellogg's 19¢

Dish Cloths 19¢

S. O. S. Sponges 19¢

EAT FREE FOR 5 YEARS!

BIG \$11,000 CONTEST

5 years' grocery money, electric sewing machine, Mixmasters—and more.

Details at display

KITCHEN CRAFT FLOUR

LOOK SPECIAL MEAT VALUES!

Short Ribs Cut from U. S. #1 Choice Beef 1-lb. 19¢

Boiling Beef U. S. #1 Choice Beef 1-lb. 19¢

Oilings For Soups and Stews or Beef Brains 1-lb. 19¢

Beef Hearts 1-lb. 19¢

Lamb Breast To Stew or Bake U. S. #1 Choice Lamb 1-lb. 19¢

Pure Lard 1-lb. 19¢

Bologna Large Sliced 1/2-lb. 19¢

Whiting Pan Ready Whole Fish 1-lb. 19¢

CHECK THESE ADDITIONAL MEAT VALUES

Beef Roast Seven Bone or Round Bone Roast, Cut from U. S. #1 Choice Beef 4-lb. 45¢

Rib Roast Standing 7" Cut, Fully Trimmed, U. S. #1 Choice Beef 4-lb. 69¢

SPARERIBS Small, tender, Under 3-lb. 49¢

Veal Roast Shoulder cut, 1-lb. 53¢

Veal Breast 1-lb. 29¢

Veal Chops Rib or large loin, 1-lb. 73¢

CORNEED BEEF Boneless, Milder, Mild cure, 1-lb. 49¢

APPLIES

California Pippins Excellent for Pies 5 lbs. 19¢

Smooth Even-Sized Excellent to Bake 2 lbs. 19¢

Medium Size Fine for Juice 6 lbs. 19¢

Freshly Pulled Tops Removed 3 lbs. 19¢

Red Sweet 3 lbs. 19¢

YAMS

ORANGES

CARROTS

TOKAY GRAPES

SAFEGWAY

Weber's GOOD IDEAS

KITCHEN TRICK

HOT SHRIMP APPETIZER—Split large canned shrimp in half lengthwise, put together with creamed blue cheese. Dip in beaten egg, then fine dry bread crumbs. Brown in deep fat.

HOUSEHOLD HINT

HOLD NARROW rick-rack or braid in place for sewing with transparent tape. Sew right over tape, peel off when finished.

RECIPE

LAMB LIVER CREOLE

3/4 lb. sliced lamb liver

2 Tbsp. fat

2 Tbsp. flour

1 tsp. salt

1 medium onion, sliced thin

Pepper

1 8 oz. can tomato sauce

2 Tbsp. fat

1/2 bay leaf, crumbled

2 Tbsp. vinegar

1 medium onion, sliced thin

1/4 c. diced celery

1/2 c. water

Remove membrane from liver, cut liver into thin strips. Dip in mixture of flour, salt and pepper. Melt fat in skillet; add liver, brown lightly. Add remaining ingredients, cover and simmer about 40 minutes. Serves 2.

NO COAXING NEEDED

CHILDREN always want "just one more slice" of fresh, soft Weber's Bread. Weber's is good for them, too—it's vitamin-enriched for day-long energy. Look for fresh Weber's Bread in the blue and white checked gingham wrapper!

Weber's BREAD



## Desert Hot Springs

By Sophie B. Sturtevant

Have you bought your 49er button and bandana handkerchief yet? Everyone is supposed to wear them in anticipation of the big celebration Oct. 8 and 9.

## Avenues Renamed

A large group of resident property owners on "The Avenues," met at the home of Sophie B. Sturtevant last Monday, Sept. 26 and decided on new names for the avenues. The meeting had been called by the committee to rename the avenues as their number names conflict too much with the streets having the same numerical names. The meeting was quite a success and everyone was happy and satisfied at its conclusion. A petition addressed to the board of supervisors in Riverside asking for permission to make this change, was signed. Tea and home made cookies were served at the conclusion of the meeting and many new home owners met the "old time"

ers" and exchanged interesting ideas.

Those on the committee were: Mabel Walker, in charge of monitors; Frances Grigsby, hostess; Eudora Whisenant, refreshments; M. A. Richard, special events; and Sophie B. Sturtevant, chairman.

A great deal of interest had been aroused and many sent in lists of names and suggestions from out of town including Martin and Martha Mayer of North Hollywood who sent a telegram suggesting names of stars which they stated "are out of this world in Desert Hot Springs."

It was decided to name the streets in alphabetical order and as there are only eight avenues to be renamed the choice was restricted to only eight letters of the alphabet. The names chosen are as follows: For First avenue, Acoma avenue; Second avenue, Buena Vista avenue; Third avenue, Cahulla avenue; Fourth avenue, Datil avenue; Fifth avenue, Estrella avenue; Sixth avenue, Flora avenue; Seventh avenue, Granada avenue; Eighth avenue, Hacienda avenue.

The chairman wishes to thank the monitors and committee for their splendid work and the entire group at the meeting for their graciousness and intelligent cooperation. She says she has enough names left to supply many desert communities who can't think of any.

## DHS Personals

Paul Agronove of Pierson boulevard is teaching a class of boys television and radionics. The classes are held weekly not only with the idea of teaching the boys this art but to provide an activity which will keep them off the streets. It is contemplated to form a similar group for girls where they can learn painting,

literature, principles of astronomy (so they'll know what our desert stars are all about) ceramics and other subjects.

Mr. and Mrs. L. F. Dalton whose home is here in Desert Hot Springs primarily for Mrs. Dalton's health, are the parents of Bettie Thomas, of the Bettie Thomas Studio in Torrance, Miss Thomas has trained a group of 60 children who are known as the Torrance Accordionettes. About 20 of these children including Gail and Robin Thomas who are already known by their accordion entertainments, will be brought here for the '49er Celebration and will be on the parade platform. Mr. Dalton will also import about 30 little cowboys and cowgirls for the Western Days parade. Cowgirls with their batons will march, and the emblems will be carried by the young cowboys. All children are from 4 to 14 years of age.

Mr. and Mrs. W. J. Davis of Arcadia have bought a new home in Desert Hot Springs on Seventh avenue. They also bought two lots on Eighth avenue on which they contemplate building two houses. The Davises were attracted to Desert Hot Springs by the baths.

Mr. and Mrs. Ray Benton and Mr. and Mrs. H. F. Belt, all of Compton, have been here a week enjoying the baths. They had a particularly good time in the plunge and will come again.

I met Aaron Kaplan, the father of Julius Kaplan, our local dentist, at the plunge. The Kaplans have just returned from a trip to Lansing, Michigan where they picked up a new Oldsmobile with which they made an extended tour of Canada and the Great Lakes district. They had a grand time, but still love Desert Hot Springs and are glad to be home again.

Simple Caution  
Will Save Time  
If Cards Lost

Nine thousand workers who lost their social security cards the last 12 months could have saved time and money by taking one simple precaution, according to J. C. Hollister, manager of the San Bernardino office of the Social Security administration.

Each social security card is issued in two parts. The worker should carry only the upper part with him when applying for work. The lower section, or stub, should be kept at home in a safe place.

If the upper portion is lost, he can obtain a duplicate without delay by presenting the stub to the nearest office of the Social Security administration. If both are lost, he must wait until the central social security files are checked, to make sure he gets a duplicate card showing the number originally assigned to him.

Urge Vets to Use  
Care With Forms

Veterans who have not already applied for premium rebates on GI insurance policies are advised by Red Cross to use utmost care in filling out the simple application form.

In preliminary checks of forms returned the Veterans administration has found a disturbing proportion of errors in answers to item 4 on the application blank, which calls for service serial numbers—officer—enlisted or other. Many veterans entered their date of enlistment or other uncalculated data in this space.

Paul Trousdale  
Village Visitor

Visiting the Village for two days this week to escape "Smog Center" Contractor Industrialist Paul Trousdale said he expects to put in as much time in Palm Springs this season as is possible.

He expects to start work on reopening his Village home next week.

Village Girls  
Now Enrolled  
At L. A. College

Vicki Matloff and Mary Katharine Mills have enrolled at Los Angeles City College and are enthused over their new courses.

Miss Matloff spent all of her school years in Palm Springs starting in the first grade of the elementary system and graduating from high school last June. Her senior year was an active one, president of the Girls' League, writer on Smoke Signals and member of the G.A.A. She is the daughter of Mr. and Mrs. Irvin Matloff.

Miss Mills also spent an active senior year at high school, being treasurer of the Scholarship society, Smoke Signals writer and a G.A.A. member. She is the daughter of Mrs. Alice Mills.

Hard Times Party  
On Brewsters List

Palm Springs Brewsters will feature a hard times party to-night in their regular bi-weekly get-together at the home of Roy and Agnes Moss, according to Chief Brewmaster Bill Johnson.

A prize for the toughest-looking hard times get-up will be given by the hostess, who is also entertainment chairman. Meeting time is 9 p.m.

Purcell in SC  
Frosh Class Race

Frank Purcell, 374 Pablo drive, son of Dr. and Mrs. Frank A. Purcell, is a candidate for vice president of the freshman class at the University of Southern California. He is running against seven other nominees.

## Up in the Air

By WIN WOOD

We conducted an experiment last week. The purpose of this experiment was to find out how much money was spent in town by private pilots landing here in comparison to the money spent at the airport. What would the ratio be?

Questioning pilots and passengers of the planes which landed, we found the following:

Case No. 1—Four-place plane with two passengers stopped in on way to New York. We persuaded them to stay overnight. They stayed two days. A total of \$7.60 was spent at the airport for gasoline and storage. In town they estimated a total of \$60. Better than a 7 to 1 ratio.

Case No. 2—Three passengers in a four-place ship. Nothing spent at airport. Went in town for lunch at our suggestion. Spent \$10. Ratio better than 9 to 1.

Case No. 3—Two passengers in a four-place plane. Another case where we persuaded them to stay overnight. Spent a total of \$9.35 at airport for gas and storage. In town a total of \$32.50 was spent or a ratio of about 4 to 1.

Case No. 4—Man and wife in a four-place plane. Old customers who complimented us on reputation of airport. Spent \$6.86 at airport for gas and storage and \$22.50 in town for a ratio of better than 3 to 1.

Case No. 5—Two-place plane with pilot only. Spent \$2.70 at airport for gas and storage. Stayed with friends overnight and spent estimated \$15 for entertainment.

Case No. 6—Breakfast flight of fifteen planes with estimated 40 passengers. They estimated \$2 per person in town plus shopping expenditures of indefinite figure. Sold in gas at airport, \$17. Ratio of better than 5 to 1.

THESE ARE TYPICAL cases and we are still getting figures. To put it roughly, the ratio is better than 6 to 1 from private pilots in small planes. This does not take into account large company ships such as Twentieth Century-Fox, Howard Hughes and Rexall Drug with more passengers who stay longer.

It might be noted that whatever the private pilot spends at the airport, he gets the following services. Plane is met and parked by jeep, secured with ropes and chains and passengers and baggage taken to administration building. Taxi called, suggestions made as to accommodations and entertainment and reservations made. The plane is gassed and oiled and the windshield wiped. Returning passengers are transported to plane by jeep, the plane is untied and in some cases started by hand. If planes go to the hangar, the airport personnel taxis them down on request. Further, it is absolutely against the rules to take tips for these services.

PERHAPS SOME idea of the money that private aviation can bring into a town can be seen from official figures published by Aircraft Owners and Pilots association on their 1948-1949 weekend at Rehoboth Beach, N. J. As a conservative estimate the city fathers figured that the fliers poured \$15,000 into the city in a day and a half.

Private aviation is not such small stuff anymore. Your airport is an important gateway to Palm Springs.

## Society

Reveal Plans for Big Season  
At Shadow Mountain Club

From out Shadow Mountain club and Palm Desert way comes news of one of the fullest social calendars ever heard of to date. From the sound of things there is to be no end of the variety and types of entertainments and member participants. It seems that nothing from horse-racing (a surprise) on the night of the Harvest Moon Ball to an old-fashioned turkey shoot Thanksgiving has been omitted. Because it has been organized as a family club, the calendar is as full of events for the junior and teen-aged group as it is for the adults. Junior golf tournaments, tennis meets, swim festivals, teen-ager gymkhanas, horse shows at the newly completed stables, skeet, hay-rides, even minstrel show are in the offing if the schedule is as much fun as it sounds. The Shadow Mountain club is to be the place to watch this season.

All of this mad whirl of activity is to start with the informal

Sorooptimists  
Start Season

Palm Springs Sorooptimists started their season of activities with a business meeting at noon luncheon at Chi Chi Tuesday under the direction of President Eileen Carey.

Plans for activities for the coming season were made with one item being consideration of a charter plane to the state convention at Berkeley for the week end of October 23, 24.

Next Tuesday the club will hold a formal meeting honoring the founding of the international organization 28 years ago. Meetings for the coming season were announced to be held regularly at Chi Chi each Tuesday at noon.

Job's Daughters  
To Meet Monday

Job's Daughters, Palm Springs chapter, is scheduled to meet next Monday night at the Youth Center in their second meeting of the new season.

All members were reminded to be present as much important business is to be taken up.

Mr. and Mrs. Davis  
Return to Village

Mr. and Mrs. Wilbur Davis of the Colonial House are back in the Village after a tour of the west coast from Seattle to San Diego.

The Colonial House will reopen around October 21, Davis said.

Swarts Return  
From Vacation  
Jaunt to North

Returning early this week from an extended trip through the Pacific northwest and part of Canada, were City Building Inspector P. M. and Mrs. Swart who made stopoffs at Lake Tahoe, Lake Louise, Banff, and cities in Washington, Oregon and Idaho.

While at Seattle, the city officer attended the Conference of Building Officers, a national organization, at which time he served on the panel of the Resolution committee plus two other

committees for the conference. He reported a most successful meeting.

Clarence Woolley  
Back in Village

Dining at the Dunes Wednesday evening on occasion of his first return to the Village for the season, was Industrialist Clarence Woolley with John Archibald, of Palm Springs drug. Woolley, internationally known leader of many corporations, is head of American Radiator.

Also dining there the same evening was Frank Mayzak, La Salle, Ill., and Los Angeles, with his cousin, Villager Leo Mizysak, local contractor.

WHEN YOU SEE US  
DON'T THINK  
**Insurance**  
BUT  
WHEN YOU THINK  
**Insurance**  
SEE US

Weingarten & Hough  
Insurance Counselors  
THE PLAZA  
Phone 2788

RE-OPENING  
TOMORROW

Saturday, Oct. 1

FOR THE SEASON

## LADIES' SPORTSWEAR

at prices to suit your budget.  
Only nationally advertised brands.

Bathing Suits	5.95
(values to \$15.95)	
Playsuits	\$2.95
(values to \$7.95)	
Halters	\$1.95
(values to \$3.95)	
Tee Shirts	\$1.95
(values to \$3.95)	
Blouses	\$2.95
(values to \$7.95)	
Shoes	\$3.95
(values to \$13.95)	
Dresses, cotton	\$2.95
Skirts, cotton	\$1.95

## WEE BUDGET

111 EAST AMADO ROAD

SERVED 'TILL 3 A.M.

Something Different!  
Something New!The Biggest and Best  
Sandwich in the Village

— Specializing in —

HOT CORN BEEF  
HOT PASTROMI

Open 'til 3 A.M.

PAPPY'S

ROYAL PALMS HOTEL

Try  
'EmWhich Car  
Offers You The Most  
for Your Money  
Today?

DE SOTO



How do they compare in real comfort... in headroom, legroom, armroom? How do they compare in engineering quality and in new mechanical features? How do they compare in performance and ease-of-driving?

This year thousands of motorists have asked these questions. They have compared cars in all price ranges. And as a result they have chosen De Soto as the car that gives them the most enjoyment and the most real value for the money. Make the comparison yourself. Come in and see the car that lets you drive without shifting... "the car designed with YOU in mind." Then decide.



Lets you drive without shifting!

JOHN A. LITTLETON

682 So. Palm Canyon Dr.—Palm Springs



## Doing the Village

with  
MOYA HENDERSON

Even though the weather belies the fact, Fall is officially here and was heralded in last week-end by football games all over the country.

Although fans were mighty happy to see Pacific Coast teams step to the fore after a long period of hibernation, it was the USC-Navy game that drew Villagers into the Metropolitan smog belt last week end. Local rooters included Merrill and Juanita Crockett, Ernie Dunlevie, the Al Reniers and Al Stutzes, who made the trip via San Diego, and Fred Duffey, Gene Therieau, Charlie Burket and Marvin Fritz.

### Around Palm Springs

Mildred Jackson enjoyed a visit with her eldest son, Francis Edward Jackson Jr., who was home on leave this week from the Army Air Corps at Randolph Field before going on to advanced training in jets at Phoenix. Sam Yudin took off from his newly purchased Los Arboles this week to spend a few days at the Biltmore in Los Angeles. On a September vacation is Electa Moyes of the telephone company, who headed for Santa Monica and from there plans a trip to San Francisco. Also in San Francisco, but not vacationing, were Harry Reid and Russ Wade, who visited the northern city on real estate affairs for Paul Trousdale.

A busy fellow these days is Don DuBose, who not only is working with his father at their newly enlarged Village 5 & 10, but is setting up his own photography studio for work in spare hours. Back in town is his old camera sidekick, Jim Sarlin, fresh from a year's service in Uncle Sam's Army. Both were kept busy with their equipment recently when Deborah DuBose celebrated her first birthday.

### Off to Midwest

Mrs. Helene Brown and her daughter Helene (Brownie)



Dine & Dance  
to the Music  
of the  
Guadalajara  
Trio  
Nightly  
at the

**DOLL  
HOUSE**

Good Food!  
Good Fun!  
Good Drinks!



FOR IMMEDIATE DELIVERY  
**OLDSMOBILE**  
OR  
**CADILLAC**  
**PLAZA MOTORS**  
CADILLAC & OLDS DEALER

Indian & Arenas

Phone 5122

have pulled up roots and gone off to Chicago where Brownie will be a student at the Chicago Conservatory of Music. A former pupil of Alex Hammond's, Brownie is remembered for her singing in many a high school performance. New residents at the Brown house are Pat Newton and Pat Krysel of Bullocks. Pat Newton will be secretary to Addie M. Hubbard, the store's new manager, who has also purchased a home here, the Morwick place on Avenida de Los Caballeros. Her sister and brother-in-law came down from Manteca to assist in the moving operations.

Other newcomers to the Village include the Steven Rosses of Hollywood and the Clark Davidsons, owners of a Los Angeles meat concern. Mr. and Mrs. Sam Bork, of the Desert Bootery, have taken an apartment on Avenida Palmera.

Those members of the summer set at Laguna have influenced Ernest and Jean Guyerman to bring part of what makes the beach so popular back to us. They are opening a sea food bar, the Sea Horse by name, in the old city office building on Palm Canyon drive and will specialize in delicacies of the briny to eat there or take home.

### Square Dancers Busy

The first nighters at the newly organized square dance club had a big time dancing to the calls of Walt Bowman Thursday night. Sixteen squares managed to get on the floor at one time. At the Doll House Saturday night were Alice and Earl Hough celebrating Alice's first night out since the arrival of young Gregory. Jimmy and Shirlee Cooper and Hutch and Billie Moseley joined in feting their wedding anniversaries at the same spot Wednesday evening. 'Twas the second anniversary for the Coopers and the twenty-second for the Moseleys. A goodly crowd is expected at the O'Donnell Golf course on Saturday evening when the Fish and Game association will hold their annual wild game barbecue. These affairs, which started out on a small scale, have really turned into a wholesale gathering of Villagers—could be the wonderful chow.

And back to the football field again. The local eleven looked mighty fine last Friday night when they trounced St. Bernadine's of San Bernardino. From Van Nuys came the parents of Dale Summers to see their son play a bang-up game of ball.

### Morris Averys Back in Village To Re-Open Nooks

Mr. and Mrs. Morris Avery, after a month's vacation at Carmel, San Francisco and Lake Tahoe, returned to Palm Springs apartments for the season, and to welcome the following guests:

Mr. and Mrs. Howard Pine (Pine-Thomas Productions) and Mr. and Mrs. LeRoy Malouf, who checked in for a few days of relaxation. Down for the week-end, A. C. Lyles of Paramount publicity department; Elizabeth Scott joining him for a swim.

Recent visitors were Mr. and Mrs. S. J. Zentner of Hollywood; Suzanne Henry of the Stemple-Olenick agency; Mr. and Mrs. Anthony Capps, Jack Perrin, Mr. and Mrs. Norman Katz and family, Mr. and Mrs. Julian Olenick, Mr. and Mrs. J. B. Harris, Dr. and Mrs. Joseph D. Weisberg, William H. Lusk, and William P. Redmond, owner of the Nooks.

### Miss Mary Monroe Back in Village

Miss Mary Curtis Monroe, a resident of Palm Springs for the past ten years, recently returned from Marblehead, Mass., where she visited her sister, Mrs. Harry Petch Estes.

On her way back to the Village, Miss Monroe stopped to visit friends and relatives in Boston, New York, in Ohio, Chicago and Tucson, Ariz.

### Adrian D. Rosens Back for Season

Mr. and Mrs. Adrian D. Rosen and their two sons of Detroit, Mich., have arrived in Palm Springs for their third season here.

They have leased a home for the winter.

# Social ACTIVITIES

## BW Club Starts Year On Monday

Palm Springs Business Women's club, reactivating for the fall season at its first meeting next Monday evening, is entering into the spirit of the theme of the season's opening by the motto "Boost Your Town, It Boosts You."

Louise Purnel, president of the local club, is calling the meeting at her own home, 566 S. Calle Santa Rosa, with dinner in the patio to precede the business meeting, with the gathering restricted to members only.

Appointments to committee chairmanships for the coming year will be made by the president.

One of the principal campaigns to be undertaken by the group at the outset of its season is in the

observance of Business Women's week throughout the state, set for October 9-15, said to be campaigned for by all clubs and organizations of the business and professional women.

It is their theory that the woman who works, either as employer or employee, does so because it is a necessity. She adds to the economic and social welfare of her town. In turn, no town can deny that it depends upon women, not only as purchasers and earners, but as contributors to civic projects, leaders say.

Proving that it is no longer a man's world, by the ever-increasing occupation of public office by women, the business women of California believe that it takes men and women working together to provide a well-balanced government. One California organization of business women, periodically makes a survey to find out the qualifications of their business women. Those whose abilities are proven to be as good or better than men, have their names presented to Governor Earl Warren for possible appointment to civic duties.

## Miss Winkler Weds Ohioan At Downey

Friends here this week were interested to learn of the recent marriage in Downey, on August 13 of Miss Dorothy Winkler, only daughter of Mrs. Brown Winkler of Palm Springs and a sister of Clifford Winkler of the Village, to King Tolles Jr., son of Mr. and Mrs. King Tolles of Shaker Heights, Ohio.

For her wedding, the bride wore a Sally Milgrim dress of pale gray pin-striped taffeta. Her small gray satin Milgrim hat had pink tulle trim.

Mrs. Tolles, a graduate of Palm Springs high school, continued her education at Annie Wright seminary, and Endicott Junior college in Beverly, Mass.

Mr. Tolles matriculated at Hill School at Pottstown, Pa., and Yale university where he was

## David McManus Host to Friends At Merry Party

A group of young friends gathered at the luxurious Shadow Mountain club in Palm Desert to honor young David McManus on the occasion of his birthday. The merry-makers arrived about 4 o'clock Tuesday afternoon in time for a swim in the huge figure-eight pool and everyone was in—or under. As time passed, however, some felt the urge for a good fast game of tennis. Others decided that a game of volleyball was the thing of the moment, and needless to say that by time for dinner at 6:30, a shower and change of clothes felt good. All gathered at the pool-side for a dinner on the terrace as guests of Mrs. Joan McManus, mother of the guest of honor. A tired and very happy group went home early as next day was school again.

Those in the party included

affiliated with Beta Theta Pi fraternity. He is a member of the Kirtland Country Club and the Tavern Club in Cleveland, O.

The newlyweds will reside at Southgate.

David McManus, Jimmy Pye, McCann, Richard Pace, Jimmy Hicks, Donna Burns, Marilyn Meyer, Eleanor Purcell, Rubin Salazar, Peter Outcault and Gary Malouf. Hostess of the group was Mrs. Joan McManus and as her guests were Miss Louise Peel and Mrs. Jeaneret.

The Desert Sun—5  
PALM SPRINGS, CALIFORNIA  
Friday, September 30, 1949

A new leprosarium which will accommodate 100 Leprosy cases has been constructed by the Navy on Tinian Island in the Marianas.



Now Open  
for the Season

**Peggy's Beauty Salon**

415 S. Palm Canyon Drive  
In El Encanto Hotel

PHONE 26631

*Just as surely as the sun rises October 1*



*begins a*

*brilliant new season with*

**APPAREL**

**GIFTS**

**HOME FURNISHINGS**

**INTERIOR DECORATION**





## St. Paul's Rector In San Francisco For Convention

The Rev. Robert M. Hogarth, rector of St. Paul's in the Desert Episcopal church, left Tuesday for San Francisco to be present at the 56th Triennial National convention of the church. He will return on Thursday, October 6.

During his absence next Sunday, October 2, the 8 a. m. early Holy Communion will be omitted, but the two other morning services at 9:30 and 11:00 will be held with a substitute officiating. Sunday school, as usual, at 9:30.

California is host to this Triennial convention for the first time since 1901, largely because this is the centennial year of the state, and also because the Book of Common Prayer which was first adopted by King and Parliament in 1549 and thirty

years later, in 1579, had its first use on the American continent in Golden Gate Park in San Francisco when the British fleet under Sir Francis Drake, in pursuit of gold-laden Spanish merchant ships, put into San Francisco bay for rest and refreshment, and went ashore in what is now Golden Gate Park. Chaplain Fletcher of the Admiral's flagship called the men to worship, using this prayer book of the English church. In 1901 the church was in session in San Francisco and the bishops blessed the towering Prayer Book Cross of stone on the spot where that first service was held.

## St. Louis Church Hours Announced

Father Joseph Leissler, pastor of St. Louis Catholic church in Cathedral City, yesterday announced a new schedule of services to start Sunday.

Masses will be said on Sunday at 8 a. m. and 10 a. m. and daily at 8 a. m. Holy Day Masses will be said at 6:30 and 8 a. m.

Confessions will be heard Saturdays from 7:30 to 8:30 p. m. and Sundays from 7:30 to 7:45 a. m.

## Pool, 2 Additions In Week's Permits

One pool and two additions marked recent building permits issued at city building office.

La Paz Ranch, 1150 Indio road, was issued a permit for an addition to cost \$6000; William Powell, 383 Vereda del Norte, was issued a permit for a \$3000 pool, and Leland M. Woods, 666 Mel avenue, plans a \$2000 addition.

**MAKES MOVIES REALLY LOOK BETTER!**  
**OUR AMAZING NEW CYCLORAMIC SCREEN**  
EASY ON THE EYES!

**VILLAGE THEATRE**  
PALM SPRINGS  
Will Be Closed Temporarily Starting October 1st For Alterations  
— Attend —

**The Plaza Theater**  
TEL. 4384  
Continuous From 1:45 Sat.-Sun.  
Boxoffice Opens 6:45 Mon. Through Fri.

**SAT. ONLY OCT. 1**  
Wild Fury in Glowing Septation!  
James Ellison • Mary Beth Ellison • JANE FRAZER  
"LAST OF THE WILD HORSES"  
— also —  
WARNER BAXTER  
"THE DEVIL'S HENCHMAN"  
— Plus —

**GIANT SCREENS Sat. Night**  
**SUN. ONLY OCT. 2-3**  
Capra's Mightiest Masterpiece!  
Gary COOPER • BARBARA STANWYCK  
— in —  
"MEET JOHN DOE"  
— also —  
Merle OBERON • GARY COOPER  
"THE COWBOY AND THE LADY"

**MON.-TUES. OCT. 3-4**  
A New Star Discovery  
JOAN EVANS  
"ROSEANNA MCCOY"  
Starring Charles FARLEY • CHARLES BICKFORD

## New Members to Join Community Church Sunday

Sacrament of the Lord's Supper will be administered at the 11 a. m. service at Community church Sunday and new members will be admitted to the church.

The services will mark the first appearance of the season of the Chandel choir and will present "Bless the Lord, O My Soul" by Ippolito Ivanoff under the leadership of Harry J. Tomlinson, musical director.

As usual, a nursery will be conducted for small children so that their parents may take part in the services.

Sunday school will commence at 9:45 with departments for groups of all ages.

Beginners department is for children up to the age of six, primary for first, second and third grades, Junior for fourth, fifth and sixth grades, Junior high, Senior high and adult groups.

Senior high Christian Endeavor will meet in the church manse, 251 San Jacinto road at 6:15 p. m. Leaders participating in this meeting will be Sue Waite, Dolores Gardner and Larry Purnell. Junior high society will meet in the church parlor at the time under the leadership of Mr. Tomlinson.

At the evening service at 7:30 p. m. the Rev. James H. Blackstone Jr. will preach the 2nd. in a series of sermons on the "Secrets of Great Living" using for his theme "Abraham's Consecration to God's Will" illustrating the sermon there will be a motion picture on the story Abraham's Great Sacrifice. The service is open to all who wish to participate.

## Change Announced By Adventists

A change in plans for tomorrow's worship by Seventh Day Adventists is announced by Les Provencher as the Village group will hold its services at Beaumont instead of locally.

Baptism and regular services will be performed with the Sabbath school scheduled at 9:30 and the services at 11 a. m.

SDA church of Beaumont is located at Eighth street and Maple avenue.

## BANNING THEATRE

Continuous from 2 P. M. Tues.-Thurs.-Sat.-Sun.  
Phone 3714

**FRI.-SAT. SEPT. 30-OCT. 1**  
Burt Lancaster - Paul Henreid  
"ROPE OF SAND"  
Robert Sterling-Gloria Graham  
"ROUGHSHOD"

**SUN.-MON.-TUES. OCT. 2-3-4**  
James Cagney - Virginia Mayo  
"WHITE HEAT"  
Gregory Peck - Ava Gardner  
"THE GREAT SINNER"

**WED.-THURS. OCT. 5-6**  
Elizabeth Scott - Don DeFore  
"TOO LATE FOR TEARS"  
Alexis Smith - Zachary Scott  
"ONE LAST FLING"

## HIGH SCHOOL NEWS

### GAA Board Meeting

This year's first GAA board meeting was held in the gym Wednesday afternoon, September 21, under the supervision of Miss Georgia Storzer, girls PE teacher.

Due to the fact that two board members elected last spring are not attending PSHS this year, an election was held at the meeting. The new members are Pat Sproule, historian, and Barbara Greeley, head of basketball.

Plans were made concerning a welcome party for all GAA members and prospective members. The welcoming took place after school Wednesday, September 21. A business meeting was held first followed by swimming and refreshments.

Another highlight of the board meeting was that dues of fifty cents per semester must be paid within two weeks, with the exception of new members, who may have until the close of the first sport, swimming, Polo shirts in keeping with the GAA theme and used primarily for winter sports will be available to order in a short while, as will the standard sweaters.

This season's board is as follows:

Faculty advisor, Georgia Storzer; president, Corinne Crossley; vice-president, Barbara Crossley; corresponding secretary, Sandra Cordrey; recording secretary, Augusta Houseman; treasurer, Sue Leonard; historian, Pat Sproule. Heads of Sports—Swimming, Sally Pringle; basketball, Barbara Greeley; hockey, Van Lois Black; softball, Helen Lewis, tennis, Sandra Small.

### Welcome Party

By Mary Jean McCabe  
Student council of Palm Springs high school invited all the students to the first social event of the year, the Welcome Party, September 16.

A terrific turnout of students enjoyed swimming and dancing by starlight and plenty of delicious cookies and punch. Provided also by the student council throughout the evening was some fine music.

Swimming was held from 7:00 to 8:30. The boys invaded and practically took over the pool from the girls, showing off their fascinating but strange diving ability.

Dancing began later in the evening, and included everything, from jazz to fox trots. The party was held in the patio of the new study hall building.

Also joining in the fun were many Palm Springs graduates and out-of-town students.

Dr. and Mrs. Arthur Hoff and Mr. and Mrs. Henry Greeley chaperoned.

### If Is the Word

By K. BENNETT  
If, as the old saying goes, is a big word. In this case it's the deciding factor in the question whether or not we will be able to continue something worthwhile—the entertainment given between the halves at sports events.

Last year our band and organized stunts were something unique in the league. They were commented upon favorably by numerous tourists who attended our games. That's naturally something to be proud of, and, of course, something to continue.

The question is, will Andrew Lester and Gustave Patzner receive from the students enough cooperation to continue these stunts, which lend so much to the excitement of the game and so much to the feeling of good will between schools.

If Mr. Lester and Mr. Patzner do receive the help they need, the stunts can be carried out again and improved upon to the point where no one will want to miss them. Those of you who saw them last year will agree with that.

When either of these teachers puts out a call for student help or participation in the entertainment at sports events, why not give a little of your time to something worthwhile?

Those of you who are new and know nothing about these activities, but are interested, see Mr. Lester and he will explain it fully.

### Fads and Fancies

Carol Miller  
In this new semester of life at Palm Springs high school, we find many new fads to go with the new fall fashions from the fashion centers of the world.

### The Desert Sun

Vol. XXIII Friday, Sept. 30, 1949 No. 12  
OLIVER B. JAYNES  
OWNER AND PUBLISHER  
Published at Palm Springs, Calif., every Tuesday and Friday.

Entered at the Post Office at Palm Springs, California, August 5, 1927 under the act of Congress of March 3, 1879.  
10c Per Copy \$6.00 Per Year

National Advertising Representative  
KEITH H. EVANS  
816 So. Figueroa St., Los Angeles 14  
Vandike 0449

Member  
California Newspaper Publishers Association  
National Editorial Association

Address all correspondence to  
THE DESERT SUN, P. O. BOX 190  
PALM SPRINGS, CALIFORNIA  
PHONE 2249

We find a great deal of sloppy shirts and shorts or jeans. Strangely enough, this isn't exactly what Paris ordered but leading designers would surely prescribe the same thing if they had to stand this weather without a cooler. However, wet faces, damp clothes, and hand made paper fans seem to be quite the thing. They seem to be developing from a fad to a fashion or at least they will if the weather doesn't change somewhat.

Looking to the dictators of fashion, the women's magazines, we see that skirts have evolved from the "New Look" of last season to the "Modified New Look." (Much to the male's delight, I hear.) Skirts seem to be about 13 to 15 inches from the floor rather than the radical 10 to 12 inches from the floor of last season. Boat necklines are also very fashionable and sandals appear to be the rage, and a comfortable one at that.

Here at Palm Springs high, the girls seem to have adopted pink shades of lipstick as their own. This is a good idea, as pink shades, besides being complimentary to a tan, go with every color except the most vivid reds.

As far as I can see, we're going back to the flapper days of the 1920's. Shingled hair appears to be replacing the feather cut in such fashion bibles as Vogue and Bazaar.

All in all, however, fashions as well as fads, seem to be more sensible than last year, and I think we'll find some smartly dressed girls on the Palm Springs campus as soon as the weather improves.

### Gridiron Grimaces

By Johnnie Martin  
One evening, not so many days ago, I found myself in with many huge panting musclemen who seemed to be beating their brains out to show the man with the whistle their many talents of the gridiron.

Almost at any time the pilots of the pigskin pelotta are liable to hear, "Take a jaunt around the track" and then they don their head gear for a scrappy scrimmage session.

Cracking the whip and demonstrating maneuvers to the varsity footballers is the lustrous coach, Clare Ballagh. Many hours a week are spent under his tutelage by many last year men, several hopeful juniors, and a couple of try-hard sophomores.

LOVE AND LOYALTY.  
Besides spending all of their time and energy on practice because of their love of the pile driving, back breaking sport, Palm Springs Warriors are de-

termined to bring fame to the little reservation with their pigskin powers.

The boys of the varsity although hush, feel that the school should back them to the limit. A well intended yell here and there by the Indian rooters may mean a little more drive by one of the line plungers, a longer punt by one of the booters or a harder, well placed block by one of the unsung heroes of the line.

Come on Palm Springs, let's all get in there and help push the squad across those lime lines to pay dirt.

Eight pom-pom girls and three majorettes were chosen from the thirty contestants who tried out on Monday, September 19.

The pom-pom girls are Lois Wrathall, Joy All Gillespie, Sonja Hulme, Betty Brunet, Nita Williams, Corinne Crossley, Doreen Ehler and Lee Bowery.

The majorettes chosen are Shirley Mizysak, Marilyn Denton and Joyce Skuse.

The contest judges were Ralph B. Remy, Paul G. Summers, Andrew Lester, Chester A. Sproule and Gustave Patzner.

### Christian Science Lecture Tuesday

A lecture on the subject "Christian Science: Its Reinstatement of Primitive Christianity and Spiritual Healing" will be radio-cast over Station KFWB (980 kc), next Tuesday at 8 p. m., from Fifth Church of Christ, Scientist, Los Angeles. The lecturer, Ralph Castle, C. S., of San Francisco, is a member of The Christian Science Board of Lecturers.



You better zig when he zags—or have plenty of accident insurance, car insurance and maybe life insurance. Sure, it'll be the other guy's fault... So, what?

**Samson-Curtis, Inc.**  
GENERAL INSURANCE  
756 No. Palm Canyon Drive  
Phone 2719

## PALM CANYON MARKET AND LOCKERS 1111 SO. PALM CANYON DRIVE GROCERIES

20-OZ. PACKAGE  
**Bisquick** - - - - 25c  
LIBBY—NO. 2 CAN  
**Grapefruit Sections** - 23c  
BEST FOODS  
**Mayonnaise** - - - - Pt. 42c  
HUNT'S  
**Tomato Sauce** - - - - 5c  
**Tcott's Towels** - - - - 15c  
VANO  
**Liquid Starch** - - - - 19c  
ALL-PURE  
**Milk** - - - - 2 for 25c  
**Shredded Wheat** - - - - 16c  
**Nucoa** - lb. 29c---2 lbs. 57c

**MEATS**  
**Ground Round Steak** lb.-59c  
**Baby Beef Liver** - lb. 69c  
**Boiling Meat** - - - - lb. 19c  
LONGHORN  
**Cheese** - - - - lb. 49c

**VEGETABLES**  
**Lettuce** - - - - 13c  
JONATHAN  
**Apples** - - - - 3 lbs. 25c  
**Tomatoes** - - - - 2 lbs. 15c  
**Peaches** - - - - 2 lbs. 15c

RENT A LOCKER AND BUY  
YOU R MEATS AND VEGETABLES  
AT WHOLESALE

**Free Delivery**  
**10 A. M. & 3 P. M.**  
**Open Sundays 9 to 6**

## SEASON'S OPENING SPECIALS

REDUCE TOOTH DECAY THE PLEASANT-TASTING WAY  
**PEPSODENT**  
Ammoniated  
TOOTH POWDER  
DOUBLE-ACTION  
1. Fights tooth decay.  
2. Gets teeth cleaner, brighter.  
**43¢ • 25¢**

Vitamin Specials	
Multicebrin—100's	\$4.86
Homicebrin—4-Oz.	1.22
Unicaps—100's	3.11
Zymacaps—100's	6.60
Vigran—100's	3.19
Squibb Spcl. Formula—100's	3.98
Kapicals Combox—100's	4.32
Vita-Kaps—100's	3.11
Kapicals Abdec—100's	4.86
Oleum Percomorphum—10cc. 76c—50cc	3.29

Drug Values	
Alka Seltzer—25's	.54c
Bayer's Aspirin—100's	.59c
Listerine—14-oz.	.69c
Gillette Blue Blades—20's	.98c
Bromo Seltzer—Reg. Size	.57c
Sal Hepatica—Med.	.61c
Wildroot Cream Oil	.53c
Ipana	.47c
Vitalis—4-oz	.47c
Pepsodent Tooth Brushes	.49c

**PEPSODENT'S**  
New Film-Removing  
TOOTH PASTE  
Get it TODAY  
LARGE SIZE  
**43¢**  
MEDIUM SIZE  
**25¢**  
CONTAINS IRIUM

**Eversharp**  
PENS & PENCILS  
Values to \$64  
**1/2 Price**

**Evanette**  
BALL PENS  
**\$1.00**  
Free Matching Pencil

**Rayne**  
200\* COMPLETE  
\$100\* REFILL  
500M

**Dorothy Gray**  
Daintiness Cream  
Deodorant  
**50¢** plus tax  
Regular  
\*1 Size  
Half Price for a Limited Time!  
Proved for greater protection!  
Checks perspiration and odor instantly. Does not dry out in jar.

**Dorothy Gray**  
Cold Creams  
\$2.00 Size - - \$1.00  
\$4.00 Size - - \$2.00

Complete Cosmetic Lines by			
Helena Rubinstein	D'Orsay	Caron	
Germaine Monteil	Chanel	Coty	
Elizabeth Arden	Lanvin	Dana	
Lucien LeLong	Evyan	Ciro	
Dorothy Gray			
Old Spice			
Yardley			
Guerlain			
Faberge			

## PALM SPRINGS DRUG & IMPORT CO.

BIOLOGICALS  
PHARMACEUTICALS  
Opposite The Desert Inn  
WE DELIVER  
INSULIN  
PRESCRIPTIONS  
PHONE 3333

## Keep Up With The NEWS!

Be a subscriber to The Desert Sun . . . know what's going on in Palm Springs and other desert communities. Brought to your door every Tuesday and Friday morning by your postman. Clip the coupon and mail TODAY!

## The Desert Sun

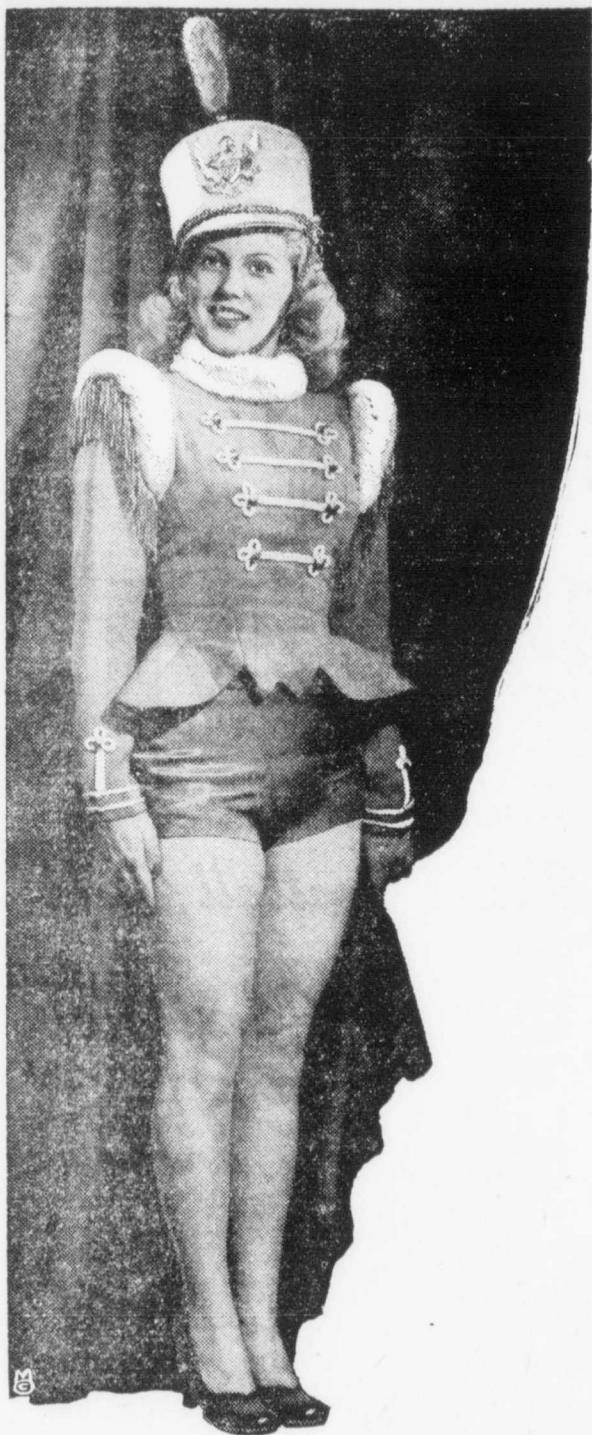
P. O. Box 190, Palm Springs

**1 Year \$6.00**  
**6 Months \$4.00**

NAME.....  
ADDRESS.....  
CITY.....

ENCLOSED \$.....





Presenting

THE FIRST ANNUAL  
CITY WIDE EVENT  
BY PALM SPRINGS MERCHANTS

# Celebrating The Opening Of PALM SPRINGS '49-'50 SEASON

To get better acquainted with your local merchants...these 'Season Opener' Specials are being offered all day Saturday. Also, to show that PRICES, QUALITY and Variety of Merchandise Are Comparable to Metropolitan Cities . . . .

SPONSORED BY

Retail Merchants Ass'n.

Hotel-Apartment Owners Ass'n.

Chamber of Commerce

Junior Chamber of Commerce

## SATURDAY - OCT. 1



### ARNOLD'S LINEN SHOP

Chinese Grass Linen  
**Bridge Sets** - - - - **Boxed \$3.95**  
192 N. Palm Canyon Dr.—Ph. 3092

### CALIFORNIA POTTERY

Dinnerware (Your Choice)  
**Free** Service for 1 with purchase  
of Service for 4  
194 S. Palm Canyon (Across from Cantina)

### CAMPBELL ELECTRIC CO.

Fully Automatic—Pop-Up—2 Slice  
**Electric Toaster** - - - - **Reg. \$14.85 \$10.75**  
136 E. Andreas

### CASUAL-AIRE SHOP

**Strapless Sun Bras** - - - - **Reg. \$2.95 \$1.95**  
501 N. Palm Canyon Drive

### COTTON SHOP

Pre-Shrunk  
**Uniforms** - - - - **Reg. \$3.95 \$2.95**  
Next to Greyhound Bus Depot

### DESERT BOOTERY

Black-Blue-Red-Brown or Wine  
**"Square Dance" Shoes** \$6.95 & \$7.95  
328 N. Palm Canyon Dr.

### DESERT CAMERA SHOP

**Marty Kenyon**  
288 N. Palm Canyon Drive

### DESERT DAIRY

Featuring  
**Luncheon Salads**  
227 S. Palm Canyon Dr.

### DESERT DRUG CO.

**Pixie Camera** - - - - **\$4.95**  
246 N. Palm Canyon Dr. Ph. 7211

### DOBBY'S SHOES

51 Gauge—15 Diner  
**Nylon Hose** - - - - **\$1.25**  
252 N. Palm Canyon Dr.

### DESERT SWEET SHOP

Our Famous Whipped Cream  
**Fudges** - - - - **Reg. \$1.00 lb. 80c**  
In The Center

### DESERT YARDAGE

Season's Opening Sale  
**Hawaiian Prints** - - **One Week Yd. 98c\***  
314 N. Palm Canyon Dr

### ELLIS' SPORT SHOP

**Men's Sport Shirts** - - - - **Reg. \$5.95 \$3.95**  
155 Arenas Road

### FRANK S. PARTRIDGE JR.

While They Last  
**100 Ft. 16mm Cartoons** - **Reg. \$2.75 \$1.00**  
In The Center

### HAM 'N EGGERY

**Often Imitated But Never Equaled**  
330 N. Palm Canyon Dr.

### HATCHITT'S MARKET

Danish, Challenge or Knudsen  
**Butter** - - - - **lb. 71c**  
196 S. Indian Ave.

### HELEN OF HOLLYWOOD

Hollywood Curl-Pak  
**Permanent Wave** - - - - **Complete \$15**  
509 N. Palm Canyon Drive

### INDIANOYO

Bean Bag—Non Tip  
**Ash Tray** - - - - **Reg. \$1.75 \$1.00**

### "JUD" OSBORN'S ASSOCIATED SERVICE

Downy Soft LASTIK  
**Dust Cloth** - - - - **Special 29c**  
300 N. Palm Canyon Dr.

### JOHNNY DEVINE'S

For Dietetic Use—Complete Line  
**Fruits and Vegetables**  
505 N. Palm Canyon Dr.

### KELLEY'S

Steel Frame, Spring Base, 3-position,  
Innerspring Pad, Green Only  
**Chaise Lounge** - - - - **\$29.95**  
"Colborn Center"

### KELLEY'S

**Village Couch** - - - - **\$39.95**  
30-inch Innerspring Mattress,  
Box Spring and Six Legs, Complete  
"Colborn Center"

### LAUNDERETTE

**Shag Rugs** - - - - **60c**  
Fluff Dried  
591 S. Palm Canyon Dr.

### LEON OF THE PLAZA BEAUTY SALON

**16 Plaza---Palm Springs---Ph. 2861**  
Also in Ambassador Hotel, Los Angeles

### LEO'S CANTINA

Imported Pottery Tea Pot with  
**Orange Pekoe Tea** - - - - **Reg. \$3.50 \$2.50**  
189 So. Palm Canyon Dr.

### MALOOF'S DEPT. STORE

Men's—Fancy and Plain—Short Sleeve  
**Sport Shirts** - - - - **Reg. 5.95 \$3.95**  
186 So. Palm Canyon Dr.

### MARY HELEN

Loafers, Brown and Saddle Oxfords  
**Childrens' Shoes** - **\$5.50 to \$6.75**  
138 N. Palm Canyon Dr.

### MILNER'S 5 & 10

**All Yardage---Reg. 49c Now 39c Yd.**  
Next to Safeway

### PAVNY'S BUTANE AND TRAILER SUPPLY

**Coleman Lanterns** - - - - **\$8.95**

### PALM SPRINGS BOOK SHOP AND RENTAL LIBRARY

**Now Open for Season**  
400 N. Palm Canyon Drive

### PALM SPRINGS BOWLING ACADEMY

Hours 12 Noon to 12 Midnight  
**Opening Day Special** - - **Per Line 25c**  
378 N. Palm Canyon Dr.

### PALM SPRINGS CLEANERS

**Time to Clean Your  
Fall Clothes and Western Wear!**  
440 S. Indian Ave.

### PALM SPRINGS FLORIST

Large, Healthy  
**Grape Ivy Plants** - - - - **Reg. \$2.00 \$1.50**  
894 N. Palm Canyon Dr. — Ph. 7262

### PALM SPRINGS 5 & 10

Heavy Duty Household  
**Brooms** - - - - **Reg. \$1.65 \$1.49**  
780 N. Palm Canyon Dr.

### PALM SPRINGS MIRROR AND GLASS

Plain or Antique  
**Mirrors** **AT LOS ANGELES PRICES OR LESS**  
483 N. Indian Ave. — Ph. 4691

### PLAZA THEATRE

See the New  
**Cycloramic Screen**

### PEGGY'S SHOPPE

Variety of  
**Dresses** - - - - **Reg. \$10.00 \$5.00**  
320 S. Indian Ave.

### ROSALIE'S BROTHER N' SISTER SHOP

Sizes 7 to 12—For School  
**Girls Dresses** - - - - **\$3.98**  
174-J in The Center

### SAM'S EL PASEO MARKET

Gomez Imported Spanish Pale Dry  
**Sherry** - - - - **fifth 99c**  
10% Discount on Case  
816 N. Palm Canyon Dr.

### SHOP OF CHARM

Values to \$5.00  
**Ladies Compacts** - - - - **\$2.00**  
188 N. Palm Canyon Dr.

### STEGMAN'S

Complete Line of  
**Brassieres and Girdles**  
886 N. Palm Canyon

### TAILORED LADY

Cotton, Gabardine, Rayon Print  
**Dresses** - - - - **Reg. \$9.98 to \$22.95 \$5.00**  
Carnell Bldg.

### TAILORED LADY

**Skirts** - - - - **Reg. \$6.98 \$3.98**  
Carnell Bldg.

### THRIFTY 5 & 10

Brand New—All Make.  
**Phonograph Records 5 for \$1.00**  
296 N. Palm Canyon Dr.

### VILLAGE FLOWER SHOP

**NOW OPEN**

Located in "The Center" Ph. 5333

### VILLAGE PHARMACY

**Jeris Hair Brush** - - - - **Reg. \$2.00 99c**  
And Hair Tonic **Plus Tax**  
201 N. Palm Canyon Dr.

### WALTER'S MALT & DATE SHOP

Any Flavor  
**Malts** - - - - **Reg. 30c 25c**  
480 N. Palm Canyon Dr.

### YOUNG'S LIQUOR STORE

**Fair Trade Prices Only**  
127 E. Amado Road



## Indians Meet Needles High Here Tonight

Palm Springs Indians, with a 27 to 0 victory over St. Bernardine's Crusaders behind them, take on their second opponent of the season, Needles high school, in a game tonight at 8 o'clock and will meet sterner opposition, according to C. E. Ballagh, coach, who spent the week smoothing out rough spots which showed up in the first game.

It will be the Indians' last tune-up game before entering Riverside County league competition next week against the strong Coachella high Arabs on the latters' field next Friday.



THE CHAMPS—Shown above are the happy recipients of the boys league trophies won by Pete's Pioneers and presented with fitting ceremony last Saturday night at the awards dinner at the Wars Memorial building, Frank Partridge, director on the Boys Club, from which the team was recruited, looks on as City Recreation Director Bob Bennett makes the presentation. Standing in center background is Realtor Pete Sheptenko, sponsor of the team. The boys on the winning team are (back row) Joe Lewis, Manuel Montoya, Victor Reyes, David Martinez, Jimmie Judd, Alvin Harrison, Charles Smith, Joe Rios, Jack Moore, Jerry Lewis. Front row, Eugene Prieto, Tommy Avila and Rufus Lewis. (Gayle Studio Photo.)

THE CHAMPS—Shown above are the happy recipients of the boys league trophies won by Pete's Pioneers and presented with fitting ceremony last Saturday night at the awards dinner at the Wars Memorial building, Frank Partridge, director on the Boys Club, from which the team was recruited, looks on as City Recreation Director Bob Bennett makes the presentation. Standing in center background is Realtor Pete Sheptenko, sponsor of the team. The boys on the winning team are (back row) Joe Lewis, Manuel Montoya, Victor Reyes, David Martinez, Jimmie Judd, Alvin Harrison, Charles Smith, Joe Rios, Jack Moore, Jerry Lewis. Front row, Eugene Prieto, Tommy Avila and Rufus Lewis. (Gayle Studio Photo.)

## JAYCEE SOFTBALLERS ROUT GATE CITY, 19-9

Before a large crowd, despite its being a post-season softball game, the Palm Springs Junior Chamber of Commerce solidly trounced the San Bernardino Jaycees Wednesday night at The Field 19-9 in a hard-hitting tussle marked by three homers by the local lads.

It was the second meeting of the two teams in an inter-city contest, both won by the Village aggregation.

And as in the previous game when he made four hits in four times at bat, Don Miller again repeated the performance. Hom-

ers were made by Bob Benish, Les Shaw and Dick Kelly, the latter being at a time with the bases loaded.

Shaw pitched for the local Jaycees and Benish and Al Loukinen caught.

This is the final contest this season between these two teams although Loukinen, recreation chairman for the Palm Springs organization, anticipates several more inter-city contests in the very near future with other towns in the county such as San Jacinto and Elsinore. Details will be announced later.

## Merchants Meet Riverside Dukes Here Tomorrow

The last post-season game of the summer will be played in soft-ball tomorrow night as the Palm Springs Merchants take on one of the toughest teams in southern California in the Riverside Dukes.

This will be doubly true with the addition to that team of the nationally-famous pitcher, Al Strickland, who is said to be able to make a ball do about anything he wishes in his underhand tossing. Strickland has appeared throughout the country with the Sioux City (Iowa) Ghosts, who play exhibitions whenever the occasion arises.

City Recreation Manager Bob Bennett believes this will be the most spectacular game seen at The Field during the summer. Game time is set for 8:30, public invited.

## Group Prepares For Organization Of Athletic Club

Nucleus of what may become a large organization, met at the sporting goods store of Bill Marvin Tuesday evening to discuss the formation in Palm Springs of an athletic club.

Sixteen men, many top Village athletes, talked over various plans for organization and methods of acquiring proper facilities for such sports as handball, boxing, wrestling, volley ball and other forms of exercise and workouts.

ENTHUSIASM was shown by all present and a second meeting will be held next Monday evening at 7:30 o'clock in the stands at the ball park of The Field. Everyone present promised to bring three more men interested in the formation of the club and a committee was appointed to have a rough outline for organizational constitution and by-laws at the gathering.

Among the noted athletes of the Village present were Don Allen, Frank Devers, Johnny Herrera, Joe Sandeffer, Al Clossley, Frank Prieto, Cecil Grimes.

## Bowling Leaders To Meet Tonight

An important meeting of representatives or captains of all bowling teams for the coming league play will be held tonight at 8 o'clock at the Bowling Academy, according to Leonard Roth, proprietor.

All teams should be represented at this meeting, he said, since drawings and standardization of rules must be decided upon before the leagues commence.

## Legion Board Meets Tonight

A meeting of the executive committee of the American Legion, Owen Coffman Post 519, is scheduled for this evening at the hall, meeting time set for 7:30 o'clock.

Commander Hilton McCabe requests the presence of all members of the committee, who can possibly do so, to attend.

## RE-OPENING OCT. 1st

**Sargent's Stables**  
1205 E. Ramon Road



Western  
- and -  
English

... rates by hour, week or month

--Phone 2239--

WE ALSO BOARD HORSES

# FOOTBALL SEASON OPENS TONIGHT...

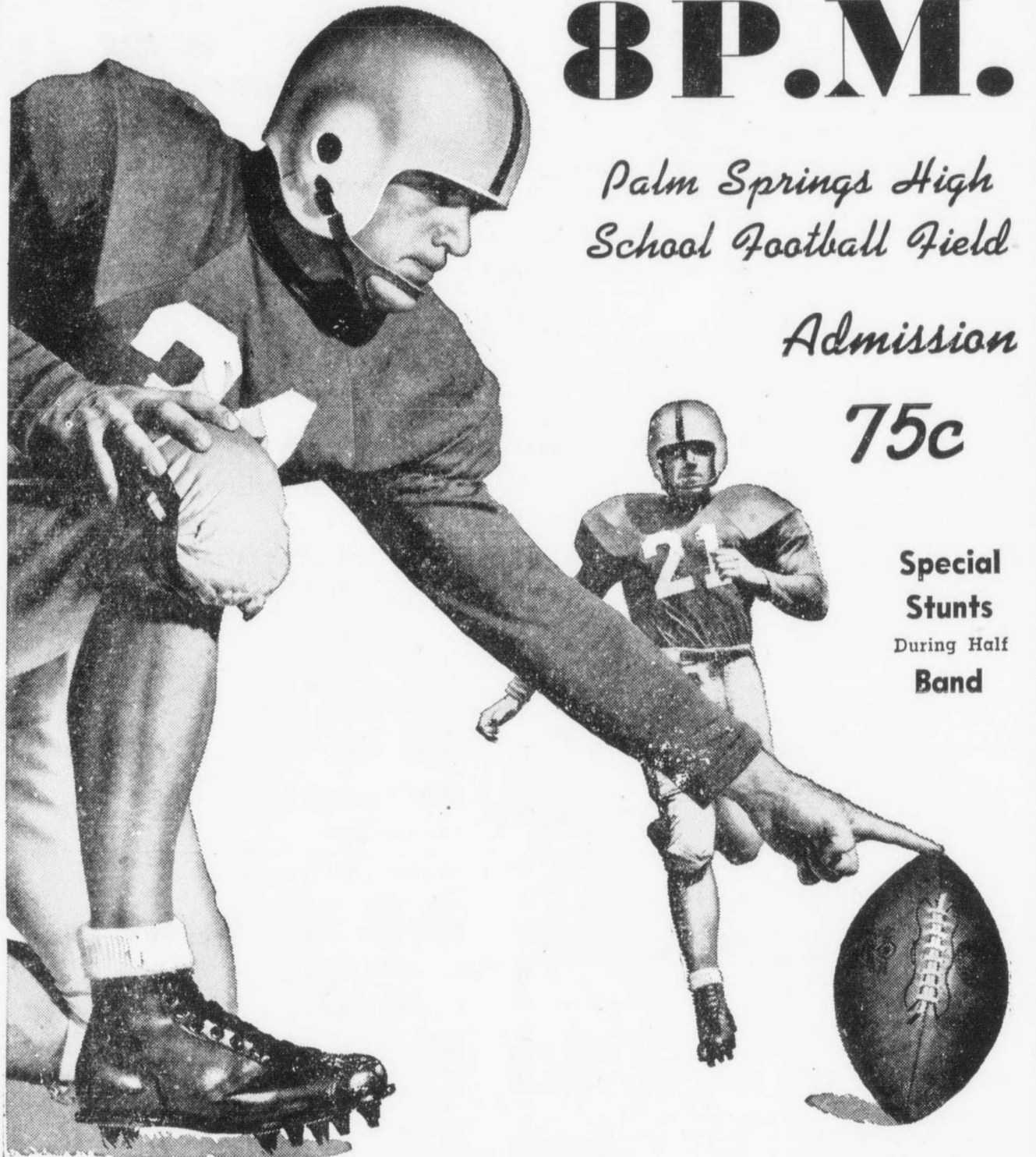
## 8 P.M.

Palm Springs High  
School Football Field

Admission

### 75c

Special  
Stunts  
During Half  
Band



## PALM SPRINGS HIGH SCHOOL

"INDIANS" vs.  
**NEEDLES**  
(NON-LEAGUE)

Support your home town team by attending  
all local games and as many out-of-town  
games as possible.

SEPT. 30—NEEDLES AT P.S. (Non League.)  
OCT. 7—P.S. AT COACHELLA  
14—BANNING AT P.S.  
21—P.S. AT HEMET.  
28—PERRIS AT P.S.  
NOV. 4—P.S. AT BEAUMONT.  
11—P.S. AT SAN JACINTO.  
18—ELSINORE AT P.S.

The undersigned "Indian" supporters join in  
wishing success to the team this season:

Perry-Armand (Photography)  
"Bill Marvin's"  
Palm Springs Sporting Goods  
402 N. Palm Canyon

Palm Springs Tennis Club  
Dr. James E. Potter  
Shadow Mountain Club  
Desert Sun

Perry Sanders  
(ROOFING CONTRACTOR)  
Palm Springs Water Co.

## HORSEBACK RIDING

**\$1** per hour

Corrals and Box Stalls For Rent  
With or Without Board

## ARABY STABLES

E. Andreas Rd.

Tel. 2912

## TAKE A RIDE!

COME OUT TO SEE "HANS" AT THE  
TOTEM POLE—CATHEDRAL CITY.

Cocktails - Dinners  
Served in the Patio

Breakfast Served to Riding Groups  
by Reservation Only.

**TOTEM POLE**  
CATHEDRAL CITY



Now Open  
15th Year

## NATURAL CALIFORNIA DATES

• GROWING • PACKING • SHIPPING

## Snyder's Date Garden

Turn left from Highway 1/4 mile east of Cathedral City,  
turn left at Wonder Palms, follow paved road and signs  
to packing house.

CATHEDRAL CITY  
PHONE 8-3513

DON'T MISS THE "49er" FIESTA

## BIG 2---WESTERN DANCES---2

Friday and Saturday, Oct. 7-8

Square Dance Caller Will Be

**ROY ROGERS**

**Vets Club**

DESERT HOT SPRINGS, 1 block West of Bath House  
V.F.W. Desert Hot Springs Post 6474



## Tourists Don't Mind Our Traffic Thomas Reports

"Despite the smog and the heavy traffic, the tourists, who spend over \$400,000,000 a year with us, are going home well satisfied with what they find here."

That assurance was given the All-Year Club board of directors yesterday by Don Thomas, managing director. At a luncheon meeting in Los Angeles he told of a recent questionnaire sent visitors after completion of their trips. The good old Pacific Ocean, the palm trees, the flowers and the climate continue to get plenty of raves.

"Southern California is still drawing an average of 3,000,000 visitors a year since the war ended," Thomas went on. "This is nearly twice as many as came prewar."

## Bali Bali Attracts Scores At Pre-Opening Dinners

Opening formally last night to the public, the new Bali Bali, located in the Royal Palms hotel, was host the previous three nights to various Village groups as an introduction to the novel and distinctive innovation in the Village.

Of strictly Polynesian and Balinese motif, the entire program is built about Sali "whose mother was scared by an octopus," according to Host Ed Landfield.

Polynesian and Cantonese foods are featured but the most distinctive part of the establishment is in the names, types and service of the drinks.

Featuring such distinctive titles as Adder's Fang, Swarga Swizzle 151, Foolish Virgin, Reverend Davidson, Yo-Ho-Ho, Hellcopter, Never Give Up, Abalone Diver and others perhaps the most memorable is Hari Kari (it's suicide.)

Each is served iced mugs of different shapes while the entire atmosphere is one of tropical

restfulness. Head of the bar service is Jack Kramer, well-known to Villagers for many seasons past, while the man in the galley, chief chef, is Lee Suey, who served in the same capacity at the famous Beachcombers for the past eight years. Also with Suey as mixologist of the tropical drinks is Moning Gonzales, also an importation from the Beachcombers.

## George E. Gibson Taken by Death

George Eves Gibson, a resident of Cathedral City since 1941, died at Loma Linda hospital September 21 after an illness of several months. Funeral services were held at Lanier funeral parlors in Whittier with interment at Rose Hill cemetery in that city.

Mr. Gibson was born in Williamsport, Pa., in 1879. He spent forty three years in railroad work, including sixteen years as yardmaster for the Chicago and Alton R. R. in Chicago.

He arrived in Cathedral City on a stretcher under the care of a trained nurse. The desert air and sun soon restored him to an active life until his recent illness. He made a valiant fight for life during the past several months, faithfully served by his wife, Katherine. He is also survived by a brother and sister in the East.

## Billy Wright Moving Offices 2 Blocks South

After ten years at 437 N. Palm Canyon, Billy Wright is moving his real estate office two blocks toward the center of town and will occupy the rooms where Raymond Cree conducted a real estate business for many years. It is at 258 N. Palm Canyon, next to the Standard station.

Associate brokers who will be located in Mr. Wright's new offices are Al Hoover, Don Peake, Art Greenfield and Charles Snyder. The offices have been redecorated and will be open for business tomorrow. The phone numbers will be the same, Mr. Wright said.

## Palm Springs Makes Instant Hit

Mrs. Lucia Price and son Milton Jr., arrived last week from New Bedford, Mass., for an extended stay with their friends the Charlie Valentinos.

Mrs. Price said yesterday that she is so taken with Palm Springs that she plans to build or buy here by next spring.

The Prices are old friends of Mrs. Valentino whose former home is Fairhaven, Mass.

## Dr. Potter Again Grid Physician

Dr. James E. Potter is now starting his third year as team physician for Palm Springs high school, and during that time has never missed one of their games.

The doctor is one of their best boosters and fans. He played much university football, three years while attending medical school at Vanderbilt.

## Kimbrough Faces Hearing Today

Eugene Kimbrough, one of four men arrested a week ago on the reservation for indulging in a dice game, was slated to face Judge E. E. Theriau on the charge today.

Two of the quartet pleaded guilty and were fined last week. The fourth has not yet appeared.

## Opinions Differ As Date Harvest Gets Under Way

The date harvest in Coachella Valley was well underway today, with date growers and others holding slightly divergent views on the outlook.

William W. Cook of Indio, general manager of California Date Growers association, estimated a 10 per cent reduction in the standard grade pack and an overall drop of 25 per cent below last year's four million-dollar crop because of "adverse weather factors."

The U. S. Weather Bureau station at Beaumont reported nine one-hundredths of an inch of rainfall for the Indio area during the entire month.

And the weatherman at Coachella said that temperatures hadn't changed much from previous Septembers.

H. B. Richardson, assistant farm advisor for Riverside county, agreed that weather conditions in the Valley might cause a 10 per cent reduction in the pack. He thought there had been

From Page 1—MORE ABOUT—

## THIS SIDE OF THE SUN

of the jingles. . . That making it unanimous, there's one of them above today. . . Last week I remarked that I had received a letter addressed just PHAT with no address or anything else on the envelope. . . That started something. . . This week there was delivered to The Desert Sun a letter which was addressed simply with a colored picture of the sun—the other one that comes out every day. . . But Pop Gorham down at the post office says he hopes that the idea won't become epidemic. . . The staff has enough trouble deciphering bad hand writing without having to work picture puzzles, too. . . Fur nothing, yet.

**CAME A COMPLAINT** this week about appearance of the word "experienced" in an advertisement without the "x". . . It came out "experienced" and the complaining reader wanted to know what we were saving our "x's" for. . . Simple. . . They will be used to write Xmas in a few weeks. . . And then I can really throw them away because I don't like Xmas for Christmas. . . My Reno agent reports that Johnny Boyle did a wonderful job of singing at the Golden Hotel there this summer.

**REMEMBER** when Marcos Caro had a place on Palm Canyon drive just across from the police station and you could always find anyone you were looking for sitting down there downing Mexican food? . . . And good, too. . . It's just as good and it seemed like old times Tuesday at the Doll House when it was Mexican night and Marcos was there to preside. . . Jorge, Marcos, Ethelita y Vi did the greeting to many who remembered. . . The memory lingers. . . Speaking of special foods, Ed Landfield hosted groups at his beautiful new Bali Bali room, near Rainbow room, at the Royal Palms hotel, preliminary to his formal opening last night. . . It was great. . . Landfield is getting a flock of

congratulations. . . By the way, the girl who's mother apparently was scared by an octopus, is named Sali.

**AND WHILE** on the subject of night spots. . . That was a great jam session the other night at the Chi Chi. . . I wasn't there, it being beyond my bedtime but my prowling reporter said that just about closing time the other night Connie and Ruby of the Dunes walked in with a large party and right behind them came George Strebe and the Guadalajara trio from the Doll House and they combined with Johnny Shadrack and his troupe to put on one of the greatest shows heard for a long time. . . Those impromptu sessions are always best. . . As a kid I used to make it a point to be at the old Orpheum in L. A. during the holiday season. . . Because all of the acts then got together in one of those unarranged, ad lib, performances that beat anything else on the program.

**WELL**, the green grass is growing all around. . . The brown paper is down, the Palm trees are up. . . The post cards are flowing. . . Harry Oliver is dusting off his black hat. . . And to make it official, the Village will rally at Andreas and P. Canyon drive tomorrow afternoon. . . The season is on.

The Desert Sun—9  
PALM SPRINGS, CALIFORNIA  
Friday, September 30, 1949

## Villagers Sign Up for Evening School Courses

Villagers started signing up last night for evening high school classes which get under way Monday night.

Chester Sproule, coordinator, was in charge of the registration.

Many different and interesting courses will be available in the adult school this year and Sproule said indications were for a large attendance in all of the classes.

## Tennis Club to Open on Oct. 15

Opening of the Tennis Club has been set by Vincent Marco, owner, for Saturday, October 15, by which time all the work on the new additions now in process of construction will have been completed.

# THE TAHQUITZ PHARMACY

198 SOUTH PALM CANYON DRIVE  
AT ANDREAS ROAD

OUR SLOGAN: "Prompt, Courteous Service"

Will Formally Open for  
the '49-'50 Season  
SATURDAY, OCT. 1

Prepared to serve our old customers  
and welcome all new ones.

Charles Hughes and Leslie Hilborn, registered pharmacists, will again be on hand to give professional care to your prescriptions and drug needs.

George Dennis will again be in charge of the fountain, thus assuring the public of the best in food and fountain service. Mr. Dennis, assisted by Bill Cameron will maintain the same high quality of food for which they have been noted in Palm Springs during the past twelve years. Breakfast, luncheons and dinners will be served daily.

WATCH TUESDAY'S DESERT SUN  
ANNOUNCING  
OUR SPECIAL OPENING DINNER

After a grand summer vacation we're very happy to be back in Palm Springs for another season. We are looking forward to serving you once more at the same place . . . .

198 SO. PALM CANYON DRIVE  
AT ARENAS ROAD

Mr. and Mrs. J. A. True

Now Open  
For the '49-'50 Season

Pepper Tree Inn

645 N. Indian Ave.  
Phone 2117

J. W. ROBINSON CO. PALM SPRINGS  
RESORTWEAR FOR DESERT LIVING

opens friday,  
october 7th!

Back again  
for  
another  
sunny  
season

Robinsons' Resortwear Shop greets the desert

sun again... with a convenient new entrance on

Palm Canyon Drive, a sparkling new interior decor,

a greater-than-ever selection of fashions and

accessories to brighten your desert living!

We're glad to be back for another sunny season...

we hope you'll make Robinsons' your headquarters

for sun-and-starlight fashions in Palm Springs!



On the grounds of the Desert Inn • 163 North Palm Canyon Drive • Store hours: Monday through Saturday: 10 a. m. to 5:30 p. m.



# Cathedral City News

By Mrs. Paul W. Clark, Sunhaven Court, Telephone 84-523

## At Banning Session

Cathedral City was well represented at the organization meeting of the county chamber of commerce held this week in Banning. More than a hundred delegates from the various local Chambers of Commerce together with four of the five county supervisors were in attendance. Collis Mayflower the newly ap-

pointed supervisor from this district was introduced. Representing Cathedral City were W. R. Hillery who was named chairman of the county committee on Flood Control and Water Development, L. C. Lewis, chairman of Community Needs and Planning, Jean Bell, chairman of Legislation and Taxation, Paul W. Clark, secretary of Tourist and Publicity committee, Claude Cobb on the Agriculture committee, Warner Moon, Transportation and Highways and Melvin Hauser, Commerce and Industrial Development.

## Solid Citizen

When one of our local citizens takes on and really performs so much more than his fair share of civic duties, we believe he should have merited recognition. Charley Sherok is efficiently heading the volunteer fire department, which is just organizing its annual fireman's ball, details and purposes of which will be announced later. During the summer he took on for a considerable period, along with Bill Hillery, Claude Cobb and Professor Kyle, the watering of the plantings in our new Sunair recreation park. He is always to be

counted on in chamber of commerce activities of which he is a director. All this in addition to the particularly heavy demands at this time of year in his own rug and upholstery cleaning business. He is what we would call a solid citizen and a decided community asset.

## News Round Up

Mr. and Mrs. E. L. Forbes have just driven in from Orange, where they have a summer home. The Forbes own and operate the Sun Apartments.

The Cathedral City Lions club got off to a fast start last week at the season's first meeting. President Jack Hillery presided over thirty-four members and guests, which is considered a record this early in the season. Lion members provided their own entertainment which consisted of an account by each member of his doings for the summer, true or otherwise. Fish stories had a big run and netted the treasury a goodly amount in fines. The meeting was held in the Tampico dining room.

Postmaster Jack Hillery reports word from the U. S. Civil Service Commission that owing to receipt of an insufficient number of applications for position of substitute clerk in the Cathedral City Post Office the closing date for application has been extended to October 5.

Lee Dickinson of Ketchikan, Alaska, a regular winter visitor in Cathedral City, is connected with the Ketchikan Spruce Mills. He writes that he and Milton Daly, president of that company and who is, along with Dickinson, a stockholder in Desert Bank, greatly enjoyed recordings of the ceremonies incident to the opening of the bank which were

sent north by President Torgerson. On a recent visit to Seattle, Dickinson, Daly and Fowler Martin, vice president of the Pacific National Bank of that city, were able to listen to a complete record of the Desert Bank opening ceremonies. Mr. Dickinson expects to return to Cathedral City in November.

Opening meeting for the season of the Cathedral City chamber of commerce will be held at the Town Hall next Tuesday at 7:30 p.m. This meeting, as are all meetings, is open to the public and President Warner Moon urges a large attendance as there are a number of matters affecting village welfare to be discussed.

The Cathedral City ball club has been reorganized with the following officiating: Al Patane, president, Larry Weingartner, secretary and treasurer, L. A. Davis, business manager, Bud Moon, Hart Kopp, Harold Milner, directors. A hard ball team is in process of organization with Don Allen as manager. Al Burroughs is managing the junior hard ball team. Negotiations are in progress to secure a site for a playing field. The new Sunair recreation park space is too limited to accommodate hard ball playing.

One of the low-downest sins of a reporter is to get names wrong. We wish to announce to all and sundry that the name of the new teller at the Desert Bank is Wesley Biler, not Walter as we said last week. Also that the attractive assistant cashier spells her name Weide, not Wiede.

Hazel Murray and Gertrude Benoit, who will open the Desert Aire Dress Shop in the Linklater building, are withholding a definite opening date, awaiting shipments of new fall fashions. They are completing the interior decorating of their new establishment in the meantime.

Many millions of Christians in all parts of the world will be joining together spiritually in the Communion Service this Sunday, October 2. Each year the first Sunday of October is set aside as World-wide Communion

Sunday. The Rev. Wartes, of Cathedral City Community church, has announced that a special service is planned which will include the reception of several new members and the serving of the Lord's Supper. Miss Irene Miller, soprano soloist visiting from Seattle, will offer special music. All are welcome.

Mary and Jim Wolseth took their new Chevrolet by the wheel last Saturday and tore themselves away for a delayed vacation trip through Oak Creek canyon and the high country of Arizona, returning some time this week.

Mr. and Mrs. M. C. Harris, "Butch" and Dorothy, are the proud parents of a six-pound, 10 ounce daughter born last week at Palm Springs Community hospital. Butch is stationed at the Cathedral City fire hall.

Mrs. Al Beisner is slowly recovering from a severe illness. She is at home now after being in Palm Springs Community hospital for some time.

Curt and LaVerle Ring and son Mark have returned from summering at Tahoe and will soon be opening their combined grocery and Indian Trading Post in Rancho Mirage.

Mr. and Mrs. Howard Headley have returned after summering at Gig Harbor, Washington, and are busy opening their Desert View cottages. Howard is an active member of the chamber of commerce board of directors and is also on the sanitation district board.

Edward J. Biles, proprietor of the Cathedral Motel, rolled in last week from Long Beach and is preparing for opening October 1. Mrs. Biles, who has been in ill health, will join him in the near future.

Christina Lillian has returned from a summer in New Mexico and is busy opening her Svenska Cottages for the season.

Rev. and Mrs. Jock Wartes had visiting with them last week the mother of Mrs. Wartes, Mrs. J. E. Miller of Seattle. This week Miss Irene Miller, a sister of Mrs. Wartes, is visiting at the manse and enjoying the process of getting a tan. Both Irene and her mother took vacations from the Boeing Airplane company in Seattle to make their first visit into this area.

St. Louis Catholic church, Cathedral City, announces social games each Tuesday at 8 p.m. in the parish hall, and square dances every Saturday at 8:15 p.m. The latter affair is conducted under the auspices of the Desert Heel and Toe club. For the present, the dances are open to all. Later in the season, the club will have a closed membership.

Mr. Bruner, who is teaching a beginners' class for adults each week at Frances Stevens' school in Palm Springs, is the caller. During the past week the church has been enhanced by padded plush kneelers. The front of the church and rectory are being laid out with spacious lawns and flower beds. A brick wall has been raised to join the church with the rectory, making a fine patio in the rear of the priest's house. The social hall has been fitted with a large set of cabinets for the storage of kitchen ware and dishes. In addition, some 60 chairs have increased the capacity of the auditorium.

Don and Dorothy Behnke and daughter Doris, Cathedral City residents for several years, have purchased a 27-foot trailer and taken a choice space at Myers Sunny Cove Trailer Park. Mr. and Mrs. Ray Layman and Mr. and Mrs. Archie Long are other recent arrivals at Sunny Cove.

Mike and Wilma Gordon have been doing some extensive remodeling at their trailer park in preparation for tomorrow's opening. Pre-season arrivals include Ray Davis from Costa Mesa, and Mr. and Mrs. Larry Cayou, who spent the summer at El Monte.

The DeLuxe Trailer Park announces arrivals for the season: David Maxwell, Glandale, H. B. Cauby, Banning, Mr. and Mrs. R. D. Shikett, Cathedral City who summered at Idylwild; Mr. and Mrs. Robert Snider, who made a 26,000-mile trip over the United States this summer and are old residents of the Village; Mr. and Mrs. Fred Hilton, from the beach, Mr. and Mrs. Walter Johnson, Oceanside, Mr. and Mrs. Fay Asbury, Oceanside, Mr. and Mrs. William Nelson, Wyoming, and Mr. and Mrs. Ernest Jones, Oceanside.

Mr. and Mrs. R. A. Barnes of Sonora, California, have located at Sky Ridge trailer park and are building a luxurious and modern ramada.

Les and Bessie Kelley made a flying trip through Cathedral City Saturday afternoon just long enough to say hello. The Kelleys disposed of their home and income property in the center of town late last season and moved to Bakersfield (business and not by choice). Les was president of the Lions club and Bessie was president of the Woman's club and they were both indefatigable workers for the good of the community and are missed. "The Desert Sun, of course, followed us to Bakersfield," Bessie said, "and the first thing I do is to turn to the Cathedral City page to find out what is going on in the village and to hear of our friends and what they are doing—it means so much to us."

## The Desert Sun CLASSIFIED ADS

Published every Tuesday and Friday

PHONE 2249

P. O. BOX 190

PALM SPRINGS

RATES

One Line	Two Lines	Four Lines	Nine Lines
.25	.45	.80	1.60

DEADLINES

TUESDAY ISSUE—10 A. M. MONDAY

FRIDAY ISSUE—10 A. M. THURSDAY

MINIMUM SIZE AD, 3 LINES.

COUNT 26 LETTERS AND SPACES

TO A LINE.

DO NOT ABBREVIATE WORDS.

RATES BASED ON CONSECUTIVE ISSUES.

DISCOUNT 10 PER CENT FOR PAYMENT IN ADVANCE ON 2 OR MORE INSERTIONS.

PERSONALS 12

See  
MASSEUR and Physiotherapist.  
experienced, licensed. Available for winter season or permanent, percentage or otherwise. Box 506, Hollywood 28, Calif.

LOVING care by mother for two children, age 2.5. Licensed modern home. \$45.00 month each. Phone 2101 Loma Linda.

PUPPIES for adoption. Part Dachshund, ideal for small children. 911 2nd St., Cathedral City.

Home Services 20

WANT TO SEW?

PALM SPRINGS SEWING MACHINES

Sales—Rentals—Repairs

Covered Buttons—Button Holes

155 E. AMADO

PHONE 5785

REFRIGERATION

SALES &amp; SERVICE

TEX DRISKELL

292 S. INDIAN AVE.

Phone 2828

DIRECTORY

Palm Springs

and Desert Area

Real Estate

Firms

PALM SPRINGS

ANDERSON, GUY &amp; TERRY

RAY 2064

BELVEA, MARIE 80131

BORRERO SPRINGS CO. 3666

Box 211, Idylwild

BURKET, ECKING &amp; VEITH

7053—754 N. Palm Canyon Dr.

CREE, RAYMOND 26444

285 N. Palm Canyon Dr.

EMMONS REALTY CO. 2375

238 S. Highway 111

FOSTER, H. H. ASSOC. INC.

3555—101 N. Palm Canyon Dr.

FULTON, MURIEL E. 2226

482 N. Palm Canyon Dr.

GRILL, ERNEST JR. 6666

344 N. Palm Canyon Dr.

HICKS, HAROLD J. 2736

813 N. Palm Canyon Dr.

HILLER, RAY 2957

444 N. Indian Ave.

ISRAEL, ADOLPH 2981

457 N. Palm Canyon Dr.

JAMES, MARTHA 2751

445 N. Palm Canyon Dr.

MATTHEWS, CHARLES 2772

463 N. Palm Canyon Dr.

MILLER, FRANK W. 2929

428 N. Palm Canyon Dr.

MUNHOLLAND &amp; CO. 3673

431 N. Palm Canyon Dr.

NARDONI, AUGUST M., CO.

Across from Fire Dept. 2781

NICHOLS, CULVER 2182

861 N. Palm Canyon Dr.

OLMAN, GEO. REALTY CO.

2756—187 S. Palm Canyon Dr.

PALM SPRINGS RLTY CO.

Ph. 710 Box 327

Lake Arrowhead, Calif.

RANSOM &amp; HINKLE 2794

124 S. Palm Canyon

REID &amp; WADE 7534

Tahquitz River Estates

850 S. Palm Canyon Dr.

ROSE, DAVE 2844

252 N. Palm Canyon Dr.

ROCKS, MADGE O. 2727

475 N. Palm Canyon Dr.

SHEPTENKO, PETER B. 2727

475 N. Palm Canyon Dr.

TREZEVANT, ELIZABETH

457 N. Palm Canyon Dr. 2893

WRIGHT, BILLY 5727

437 N. Palm Canyon Dr.

CATHEDRAL CITY

ARNER, SAM D. 8-3251

BLAKELEY, M. H. 8-4313

HILLERY, WILLARD R. 8-3417

SHERRILL, R. H. "Bob" 8-3534

707 and 713 "D" St.

DESERT HOT SPRINGS

COFFEE, L. W. DHS 121

3 W. Pierson Blvd.

PALM VALLEY AREA

CAMERON, DON 8-4411

71843 Highway 111

EWART, ESTELLA C. 8-3112

Rancho Mirage

HENDERSON, CARL R.

Highway 111, Palm Desert

PALM DESERT CORP. TRACT

OFFICE Indio 7532

Highway 111

EASLEY, JAMES L.

Indio 7-6161

Palm Village Tract Office

Palm Village Land Co.

Hiway 111 Palm Village

PANORAMA RANCH TRACT

OFFICE Palm Desert

Palm Village 76871

## Service Miscellaneous 15

### Cut Rate Nursery Stock

Rye Grass Seed—  
Per 100 lbs. \$16.75  
Petunias, per flat. 1.90  
Stocks or Snaps per flat 1.70  
Pansies, per flat. 2.35  
Lantana, 1 gal. .49  
Pyracantha (Red), 1 gal. .60  
Bougainvillea (Red), Bar-  
bara Karst or Crimson  
Lake, 1 gal. .98  
5 gal. 2.95  
Broiler Charcoal—  
40 lb. bag. 2.35  
No inspection required from  
our nursery.

### EHLERS NURSERY

1393 W. Ramsey St.

BANNING, CALIF.

## Situations Wanted 25

EXPERIENCED resort manager

desires position with hotel or club. 37 years old, college graduate in hotel management. Phone J. G. Rogge, Stockton 24503, collect.

REFINED couple. Maintenance

or house man. Chamber maid, waitress. Hotel or private. A-1 references. Box 72, Desert Sun.

EXPERIENCED young woman de-

sires office work. Permanent local resident. Excellent references. Phone 83664.

MOTEL MANAGER OR ASSIST-

ANT. MAID WORK. PHONE 2127.

CARPENTER and cabinet maker

wants work, repair and alterations. Reference. Ph. 5101.

BABY SITTER

Experienced, Reliable Mrs. Crook—Phone 9081

PRACTICAL NURSING

Baby Sitting Work by Hour. Ph. 24701.

SMALL jobs in carpenter work.

Maintenance, fix-it work. Cabinet work. Phone 7682.

EXPERIENCED lady to manage

hotel or apartments. Local references. Phone 5555.

## Help Wanted 27

UNENCUMBERED woman as

assistant and part-time manager of small court with pool. Use of small cottage and salary. 1508 North Palm Canyon drive.

PART time work for woman or

couple. Apartment supplied at very low rental. Sunhaven Crt. on hiway east edge of Cathedral city.

MANICURIST with operator's li-

cense. Opportunity to learn hair styling. Palm Desert Beauty Salon, Box 121, Palm Desert. Phone 76881.

MEDICAL receptionist, bookkeeper.

Previous experience essential. Write Box 68, Desert Sun, giving complete details and experience.

UNENCUMBERED lady as house-

keeper and manager for small court in Palm Springs. Free rent, \$75 per month. Write P. O. Box 36, Palm Springs.

FULL CHARGE bookkeeper. Cap-

able, reliable, references. Start October 1. Palm Springs Box 321.

REAL ESTATE broker. Man pre-

ferred. Established real estate office, downtown area. Write Box 66, Desert Sun.

NEED HELP?

Phone Jane Brown 2838

P. S. Employment Agency

180 N. Indian

PRIVATE room and board in ex-

change for evening duties. Ideal home for elderly lady. Phone 4832.

GENERAL house work, school

age children, private room, reference. 267 Vereda del Sur. Phone 2878.

## Business & Financial 30

### Close In!

2 bedroom house

Completely furnished

\$9500

Harold Hicks

813 N. Palm Canyon Dr.

Phone 2736

Evenings—7584

### Real Estate

### Office

### For Sale

Fully Equipped

Long Established

Reasonable Rent

WRITE BOX 69, DESERT SUN

### A Ranch Estate

in the Heart of

Palm Springs

Nearly 4 acres with 8 water

shares adjacent to the famous "Stables." Your own corral

and tack room. Very modern

and very large home with two

living rooms, 4 bedrooms and

4 baths. Finest of construction.

Acoustical plaster. \$5,000

in plate glass alone. Exceptionally

large heated and filtered swimming

pool. This must be seen to be appreciated.

Carries bank loan of \$33,000.

Owner will consider part trade for his equity. Must

be sold.

Exclusive agents:

Terry Ray-Guy Anderson

ANN METCALF

FRANK GALVAN

773 N. Palm Canyon Dr.

Phones: 2064—2091—5475—6735

FOR SALE—Trailer park just

completed. Individual rest

rooms, all furnished house.

H. M. Allsberry, 854 1st St.,

Cathedral City. Phone 83062.

# WHERE TO FIND IT In Palm Springs

## AMBULANCE SERVICE



## AMBULANCE SERVICE

WIEFELS &amp; SON

666 Vella Road



**Muriel E. Fulton**  
REALTOR**Exclusive Listings**

1404 N. Palm Canyon Dr.—INCOME—10 units, room for add. units or pool. Good condition. Income more than justifies price of \$85,000. Will trade.

HOME: 433 Santa Catalina, near Racquet Club. On lot 200 ft. by 125 ft.—a real home with 4 bedrooms, 4 baths, 2 fireplaces, 4-car garage. All large rooms. South patio with barbecue. A real buy at \$28,500 on easy terms to responsible buyer, or owner will accept part trade.

325 Chino Drive—1/2 block from Golf course, on large lot 225 ft. by 115 ft. Attr. living room opening onto south porch. Furnace heat. Completely furnished. Architect designed and built. Excellent \$37,500 on terms.

**Circle B Ranch**

80 acres adjacent to famous B-Bar-H Ranch; artesian well with plenty of water. Extensive irrigation system—4 irrigated pastures. Fenced and cross-fenced. Main house modern design—reinforced cement block construction. Liv. rm., recreation room, dining rm., 3 bedrooms, 2 baths, maid's rm., and bath; 2-car garage. Completely furnished. Caretaker's cottage with 3 rooms and bath. SWIMMING POOL—40 ft.—with dressing room. Ideal property for highway ranch or guest ranch.

Price \$70,000 on terms

**Muriel E. Fulton**  
REALTOR

AND ASSOCIATES  
Frances Wilson, Ernie Dunlevie, Burnham Bigelow  
482 N. PALM CANYON DRIVE  
PHONES: 2226-2225

**Frank Miller**

AND ASSOCIATES  
FOR RENTALS  
WE HAVE 'EM  
428 NO. PALM CANYON DR.  
READ 'EM  
Beautifully furnished  
4 bedrooms, 3 baths,  
large pool. Month.....\$750  
3 Bdrms., 3 baths  
and housekeeper. Month.....\$650  
2 bedrooms, 2 baths, twin  
beds, furnished. Month.....\$160  
3 bedrooms, unfurnished.  
Month.....\$100  
One, two and three-bedroom  
apts. Furnished.....\$80 & \$90  
Many more to show you  
FOR SALE  
Many desirable 2, 3 and 4-  
bedroom homes at the right  
prices.  
ALSO INCOME PROPERTY  
Worth Your Consideration

**20 Years  
Experience  
in Desert  
Development**

Air conditioned offices  
in The Plaza  
Open all summer

**Robert Ransom**

Realtor  
The Plaza Phone 2793

**Exchange  
for  
Seattle**

Residential or income prop-  
erty.  
We have over 100 clients  
with residential and income  
properties in Seattle to trade  
for Palm Springs. Mail all  
particulars and pictures.

**Don Kennedy**

4231 University Way  
Seattle 5, Washington

DRIVE to the east end of Ramon  
Road paving. There against  
the base of the mountains are  
300 lovely native palms on 160  
acres; fed by numerous springs  
(also there is a drilled well).  
A superb view makes this a  
show place in the rough and  
it can be purchased on easy  
terms from the owners, Hilley  
and Cobb of Cathedral City.  
See it and sell yourself.

SALTON SEA ACREAGE  
Future Winter Resort spot of  
America Investment oppor-  
tunity.  
R. A. ELLSWORTH  
Palm Dell Tract Office.  
Hiway 111. Phone Indio 77120.

**Desert  
Paradise**

Over 2 1/2 acres of ground only  
two miles from town. Paved  
road. 85 date trees, over 70  
bearing citrus trees. Inex-  
pensive domestic and irriga-  
tion water. Living quarters  
ready to move into.

ALL FOR AN UNBELIEVABLE  
PRICE OF ONLY  
\$15,000

**Lot R-3**

Bungalow court site. Reduced  
from \$3950 to \$1975.

**Hotel Site**

\$13,000 equity. Will take lot,  
car, trust deed or house trailer  
as part trade.

**Beautiful Desert Home**

3 bedrooms, 2 baths, vented  
cooling system. Garage and  
work shop. Over 2000 sq. ft.  
Large lot. Completely fur-  
nished, including dishwasher  
and washing machine. Of-  
fered for quick sale at

Only \$14,500

**Hillside Home  
With Pool**

Four bedrooms, three baths.  
Offers the finest view and  
seclusion in Palm Springs.  
Completely furnished by out-  
standing decorator. Priced to  
sell at only \$30,000.

\$5000 down

**Beautiful Estate**

Near Colonial House—only  
two blocks from center of  
town. 4 bedrooms, 4 baths,  
large living room with fire-  
place—furnace heat. Com-  
pletely furnished. Guest house  
and garage. Large heated and  
filtered pool. Grounds com-  
pletely landscaped and  
valued. Price reduced from  
\$60,000 to

\$40,000 For Quick Sale

**Palm Springs Most  
Outstanding Estate**

Over two acres beautifully  
landscaped grounds; six bed-  
rooms, five baths. Attractive  
guest penthouse. Large com-  
pletely equipped pool.

Offered for sale, exquisitely  
furnished—

ONLY \$65,000

**12 Unit Apartment Hotel**

Best rental location in Palm  
Springs. Excellent condition.  
Completely furnished. Shows  
terrific income. Reduced to

\$72,500

**SEE Sheptenko**

Associate Realtors  
Jules DeVorzon  
Bill Heiser  
Kae Noble-Hughes  
Madge O. Rocks

475 N. Palm Canyon Drive  
Phone 2727.

**A Sensational  
Buy!****LOVELY NEW  
DESERT HOME**

10 Minutes from Center of  
PALM SPRINGS

\$3700 FULL  
PRICE

Constructed of insulating  
pumice block, steel reinforced,  
large living room, kitchen  
and bath. Abundant water  
electricity, paved roads. All  
improvements.  
Drive east on Ramon Road,  
cross Highway 99 and con-  
tinue for 1/2 mile on Ramon  
Road to

**Shangri-La Palms**

Manitou Desert Homes Co.  
6912 Hollywood Boulevard  
Hollywood, Calif. HU 2-7476

**New****Modern Home**

3 bedrooms, 2 baths, unit  
heat, air conditioned, heated  
and filtered swimming pool,  
garage. Must be sold.  
2 UNITS on large corner lot,  
main street.

Triplex, duplex, and many  
more confidential listings. . .  
Just get interested.

**Adolph Israel**

REAL ESTATE  
457 N. PALM CANYON DRIVE  
Phone 2981

**Exclusive**

FINE OLD DESERT HOME—  
MASONRY CONSTRUCTION.  
4 BEDROOMS, 2 BATHS, IN  
PALM CANYON MESA  
TRACT.

\$4000 Will Handle

Total Price \$17,500

**H. H. Foster**

Associates, Inc.  
LEE LUECKE—AL ZISKIN

101 N. PALM CANYON DR.

Phone 3555

**Dave Rose  
Specials!**

\$1000 Down

You must see this! 3 bed-  
rooms, 2 baths, new home,  
large lot. Lots of light and  
sunshine in every room. A  
homemaker's delight! Total  
price \$13,500.

\$9500

2 bedrooms, garage; all car-  
peted, close in. New home on  
corner lot. Very modern and  
cozy. Large windows, beauti-  
ful view.

**Tramway**

Business and income lot on  
N. Palm Canyon Dr. 63x300 to  
alley. A steal at \$9500!! Trade  
or terms.

**6 Units**

New and modern with bed-  
rooms and kitchens, fur-  
nished, air-conditioned, extra  
large lot, room for pool and  
more units. This is positively  
the best buy in income prop-  
erty in Palm Springs. See me  
at once about this. A terrific  
value at \$30,000!!! Good terms.  
No trade.

**My Own Home**

216 Palo Verde Ave. Somebody  
is going to get the buy of their  
life! A beautiful, tiled roof, 3-  
bedroom, 2-bath home only  
one year old. Come in and  
look it over. You will be sur-  
prised!

**Dave Rose  
Realtor**

252 N. Palm Canyon Dr.  
Phones: 2844-3123

NEW 2 bedroom houses, Palm  
Springs outpost. Over 1400 sq.  
ft. Community swimming pool.  
Tennis courts and station wag-  
on to go into operation Oct.  
15th. Will sell 5 houses only  
\$9950. Comet, Inc., 1031 S. La  
Brea, L. A. Ph. Webster 0168.

IN RANCHO Mirage near swim-  
ming pool 2 bedrooms, pumice  
brick house, completely fur-  
nished, tile bath-shower, fire-  
place 1/2 acre lot, landscaped.  
\$11,000 Terms. Phone Palm  
Springs 83232 or 83112.

FOR BETTER REAL ESTATE  
VALUES CONSULT  
ADOLPH ISRAEL  
REAL ESTATE BROKER  
457 N. PALM CANYON

BEAUTIFULLY furn. 3 bedroom  
modern home. 2 car garage.  
Tramway area. Only \$3000  
down, move in. No brokers.  
Phone 7975 or 2779.

BANNING—5 room house, lot 180  
x150. Ideal for raising chick-  
ens. Immediate possession.  
\$5800 full price. Terms. 1010  
E. Nicolet St.

BEAUTIFUL, brand new home,  
close in. Fully furnished. 2  
bedrooms, 2 baths, large living  
room, large fireplace. Terms.  
Phone 3352.

LIBERAL terms, 5-room house,  
furnished, call 84475 mornings  
and evenings. Box 563, Palm  
Springs.

**Exchanges 36**

A GENTLEMAN'S RANCH, 406  
acres, can be used as HEALTH  
RESORT or DUDE RANCH. 45  
minutes from Palm Springs.  
scenic view. Has 1 mile high-  
way frontage on new ocean to  
Desert highway. Artesian Sul-  
phur springs. Lake stocked  
with bass and blue gill. Plenty  
of quail, deer, duck and rab-  
bits. Large ranch home, care-  
takers home and large guest  
house, large pool, stables and  
barn. 2 trucks, tractor, and  
farm implements, 20 acres fruit  
trees. Has oil and mineral pos-  
sibilities. Owner has spent  
\$100,000 developing as a hobby  
for his health. This property  
open for a cash offer or con-  
sider trade for Palm Springs  
income up or down. Write for  
photos and particulars. Box  
67, Desert Sun.

NOTICE!  
Would you trade your Palm  
Springs income property for L.  
A. income or home? If so, see me  
at once. I have several good  
trade deals.

DAVE ROSE, Realtor  
252 N. Palm Canyon Dr.  
Phones 2844-3123

'46 CHEVY Stake truck, 1 1/2 ton  
flatbed, perfect condition—for  
late model pickup or station  
wagon. Anthony J. Pacella at  
Angelo's Palm Village Inn, In-  
dio 76501.

2 BEDROOM furnished, garage.  
Close in. Will trade for L. A.  
Horn, 327 N. Orange Grove  
Ave., L. A.

WANTED  
LISTING OF GOOD PROPERTY  
WE GET RESULTS!  
ADOLPH ISRAEL  
457 N. PALM CANYON  
PHONE 2981

**Real Estate Wanted 37**

List Your Properties  
A. L. Kagna, Realtors  
and Associate, Rose Rosenberg  
278 S. Palm Canyon, (El Dorado  
Hotel)—Phone 7191.  
Ready buyers—quick action

WANT small furnished house  
—deeded land, Palm Springs or  
Palm Village. Price and full  
information must be given for  
reply. No post cards, no agents.  
Box 71, Desert Sun.

**Business Rentals 38**

Palms Springs Most Ideal  
BUSINESS SECTION. STORE  
OR OFFICE SPACE AVAIL-  
ABLE IN THE BEAUTIFUL  
SEEBURG BUILDING.

**Store  
or Office  
Space**

PALM SPRINGS MOST IDEAL  
BUSINESS SECTION. STORE  
OR OFFICE SPACE AVAIL-  
ABLE IN THE BEAUTIFUL  
SEEBURG BUILDING.

INQUIRE THE CANYON VIEW  
APARTMENTS, TWILA KING.  
(UPSTAIRS). PHONE 2761.

**Office and  
Store Space**

Now available in

**Colborn Center**

One of the newest and most  
attractive shopping centers in  
Palm Springs.

174 N. Palm Canyon Drive  
Office on balcony

Or inquire Desert Sun office

**Apartment Hotel  
For Lease**

This is a valuable, \$200,000  
modern apartment hotel with  
a huge swimming pool. It  
adjoins some of the most ex-  
clusive hotels in Palm Springs  
and is convenient to all needs.

This is an unusual offer—only  
qualified party considered.

WRITE OWNER—P. O. BOX  
N, PALM SPRINGS.

**OFFICES**

LARGE RECEPTION ROOM,  
WITH TWO PRIVATE OFFICES  
IN WELL APPOINTED OFFICE  
BUILDING. AMPLE PARKING  
SPACE. REASONABLE RENT.  
INQUIRE SUITE 7, 457 NORTH  
PALM CANYON DRIVE. PHONE  
2893.

STORE or office in heart of Vil-  
lage 1/2 block from Palm Can-  
yon Drive, reasonable rent.  
Billy Wright, Realtor  
437 N. Palm Canyon  
Phone 2815

STORE BUILDING with living  
quarters. Reasonable rates. 900  
Broadway, Cathedral City, 12  
noon to 4 p.m.

BUSINESS LOT 50x165 FOR  
LEASE, CATHEDRAL CITY AD-  
DITION. PHONE 83064.

**Wanted to Rent 39**

WANTED TO RENT  
Three-bedroom house with two  
baths, completely furnished.  
Quote rental either by month or  
for the season, starting Novem-  
ber 1 to 15, through April. Must  
be in good residential district not  
over 1/2 mile from business dis-  
trict. In replying give full par-  
ticulars, including picture if pos-  
sible. Access to a pool would be  
desirable. File 70, Desert Sun.

BUILDING contractor likes to  
modernize or manage older  
properties and estates in ex-  
change for comfortable living  
quarters. 25 years experience.  
Local references. Arthur W.  
Shaw, P. O. Box 116. Phone  
4511 before 9 a. m.

WANTED—2 bedroom, unfur-  
nished house in good location.  
Reasonable rent. For long  
term tenancy. Phone 2893.

WANTED: 2 bedroom home or  
apartment on yearly basis, \$80  
month. File 51, Desert Sun.

**Rooms for Rent 40**

PRIVATE room with bath. Sun-  
deck on Palm Canyon Drive.  
1317 N. San Geronimo, Ban-  
ning, Calif.

DELUKE, new single apartments.  
Furnished. Ideal for couples.  
Mo. rental. 1315 N. Indian.

NEW, single apartment \$75.  
Lovely room and bath \$50 mo.  
526 Warm Sands Dr. Ph. 3015.

DELUKE, new single apartments.  
Furnished. Ideal for couples.  
Mo. rental. 1315 N. Indian Ave.

**Houses for Rent 46**

FURNISHED 2 bedroom house.  
\$75 mo. yearly basis. 1862 S.  
Palm Canyon. Orchard Trail-  
er Park. Phone 9031.

3 BEDROOM, 2 bath, furnished  
house, \$150 mo. on yearly lease.  
Ph. 6789.

2 BEDROOM, MODERN HOUSE  
REASONABLE. 237 ST.  
MARY'S COURT.

FOR DISCRIMINATING couples,  
or single women, private en-  
terance and bath. Close in.  
Reasonable by the month.  
Phone 4853.

ROOM with private entrance and  
bath, nice lawn. Apply 388  
Athelet.

ROOM with bar kitchen. Private  
entrance and shower. Cooler.  
Phone 6803.

DESIRABLE, beautifully furnis-  
hed 1 and 2 bedroom bungalows.  
Large living room, kitchen,  
bath, all electric, closed in  
lawn. By month or season.  
Reasonable rate. Call 2371.  
Vista del Oro, 261 1/2 Avenida  
Ortega, South Palm Springs.

**Rooms For Rent 40**

FOR DISCRIMINATING couples,  
or single women, private en-  
terance and bath. Close in.  
Reasonable by the month.  
Phone 4853.

ROOM with private entrance and  
bath, nice lawn. Apply 388  
Athelet.

ROOM with bar kitchen. Private  
entrance and shower. Cooler.  
Phone 6803.

DESIRABLE, beautifully furnis-  
hed 1 and 2 bedroom bungalows.  
Large living room, kitchen,  
bath, all electric, closed in  
lawn. By month or season.  
Reasonable rate. Call 2371.  
Vista del Oro, 261 1/2 Avenida  
Ortega, South Palm Springs.

BY THE SEASON  
DeLuxe roomy apartments. Com-  
plete kitchen, dinette, living  
room, with twin beds, dressing  
alcove and bath. On Palm  
Canyon Dr., nearly new, air-  
conditioned, \$850 until June 1.  
Phone 4493.

APARTMENT 645 Camino Real.  
Large living room, dinette,  
kitchen, bath, twin beds and  
convertible davenport. Immed-  
iate possession. Contact Dr. J.  
R. Macartney, Forest Home or  
Mrs. Fowler, 505 Santa Rosa.

NEW 3-room apt. beautifully fur-  
nished in rattan. Air-condi-  
tioned. Near new Palm Desert  
high school. Lease year or  
season. Also single. Call Palm  
Village 76721 or Box 193, Palm  
Desert.

APARTMENTS, center of town, by  
season \$100 per mo. and up for  
2, utilities included. Complete-  
ly furnished, refrigerator, stove  
and kitchen equipment, etc.  
296 S. Palm Canyon Dr., Casa  
de Beverly.

NEW 1 bedroom apartments, fur-  
nished and unfurnished.  
Greatly reduced to \$65, \$75, \$85  
on yearly lease. Call 7452, 10  
to 1 a. m., 6-8 p. m., 1311 Cam-  
ino Anapola.

VERY NICE 2-bedroom apt in  
Cathedral City, \$75 per month.  
Adults only. Also stores with  
apartments. Shown between 12  
noon and 4 p.m. 900 Broadway,  
Cathedral City.

NEW, 3 ROOM APARTMENT,  
beautifully furnished by BUL-  
LOCK'S. Air conditioned. Mod-  
erate rental, year or season.  
910 Sunny Dunes Road.

SINGLE apartment \$55 per mo.  
to woman or couple who will  
work part time. Sunhaven  
Court, on highway east edge of  
Cathedral City.

SWIMMING pool. New 3-room  
apt. modernistically furnished.  
Bendix washer, panel ray heat.  
Seasonal or yearly lease. 970  
Parocela Place. Phone 3772.

ABOVE the highway, new furnished  
apartments. Singles, doubles.  
Air conditioned. Reasonable  
rates. Desert Villa Apts., 715  
"B" St., Cathedral City.

SINGLES and doubles. Center of  
town. Children welcome. Vic-  
toria Villa, 444 N. Indian Ave.,  
Call 2957.

3 NEW single apts., attractively  
furnished. South end of town,  
close in. Seasonal or yearly  
rates. Phones 3555-2817.

LOOK this over—nice apartment  
close in, nice lawn, sun-deck,  
trees, reasonable. Apply 388  
Athelet.

ONE-BEDROOM, furnished apt.,  
electric refrigerator, cooler,  
patio, utilities, \$75 month.  
2511 N. Palm Canyon Dr.

STUDIO APT., furnished, close  
in, 1 1/2 blocks from Post Office.  
Seasonal or yearly lease. 233 S.  
Indian Ave., Apt. 3.

EXTRA large 2-bedroom apart-  
ments—\$100, \$125 and \$150 mo.  
Less yearly. 545 Calle Roca.  
Phone 4684.

DELUXE house trailer, furnished,  
adults only. No pets. DeLuxe  
trailer space available 3 blocks  
from library. Phone 3362.

LARGE single apartments, kit-  
chens, beautifully furnished. Sea-  
son \$150, or yearly basis \$100.  
363 Mel Ave.

FOR RENT Deluxe '49 house trail-  
er. Sleeps 4. 3 rm. furn. \$50  
mo. 2157 W. Manchester, L.A.  
TH-1105.

ATTRACTIVE new kitchenette-  
apartment. Reasonable rate.  
770 Chuckwalla. Phone 2-6485.

3 ROOM furnished apartment,  
adults. Nice location. Phone  
83064.

BEAUTIFUL, NEW, 2 BEDROOM  
HOUSE, 524 CALLE ABRONIA.  
VISTA DEL CHINO apts. Monthly  
rates. Adults. Reasonable. 1335  
N. Indian. Ph. 5832.

BACHELOR APT. with private  
entrance and yard. 1395 Gran-  
via Val Monte.

NEW 3-room apt., unfurnished.  
Yearly lease, \$75 month. 1361  
Camino Anapola.

DELUXE, new single apartments.  
Furnished. Ideal for couples.  
Mo. rental. 1315 N. Indian.

NEW, single apartment \$75.  
Lovely room and bath \$50 mo.  
526 Warm Sands Dr. Ph. 3015.

**Houses for Rent 46**

PARTIALLY furnished or unfur-  
nished. New home, 1 bedroom  
and den, living room 16x24,  
redwood ceiling, stone fire-  
place, barbecue and patio.  
\$100 unfurnished. \$150 furnis-  
hed, or will sell for \$13,500.  
Whitehorn Ranch, 29 Palms  
Hiway, Joshua Tree.

BANNING home furnished. Avail-  
able Oct. 1. Charming view.  
Spanish style, with outside  
large sleeping room or studio.  
Fenced in. Attractive rate.  
Owner, 1317 N. San Geronimo,  
Banning, Calif.

FURNISHED, by season or year-  
able Oct. 1. Best



### Tahquitz Drug Opens Tomorrow

Opening tomorrow is the Tahquitz Pharmacy, Arenas at Palm Canyon drive, by owners Mr. and Mrs. J. A. True.

The couple spent most of the summer in touring the midwest with stopoffs at Texas, Colorado, Iowa and Wyoming.

They announce the personnel at the store will be much the same as last season with the return of Charles Hughes and Leslie Hilborn in the pharmacy department and George Dennis to head the fountain. Dennis will be assisted by Bill Cameron.



### Publicity Flight To San Francisco Proves Success

Returning Wednesday from a five-day flying junket to San Francisco, the chamber of commerce's two Jims—Willmas and Hervey—reported a most successful trip.

Willmas, head of the Conventions and Special Events committee, contacted two organizations in conference to assure their choosing the Village for convention site next year, while Publicist Hervey contacted the newspapers and travel agents of the San Francisco area in the matter of better public relations with Palm Springs.

The two made the trip in one of the local airport planes, Willmas at the controls.

### Pepper Tree Inn Opens Tomorrow On Official Day

Falling in line with the Hotel and Apartment Owners association of as many of the hostilities as possible opening their doors tomorrow on occasion of the season opening as an annual affair, the deluxe Pepper Tree Inn is now ready to show an enhanced beauty of furnishings and design over last year.

Owner Frank Rusalem has done a great deal of remodeling during the summer even to the tearing out of one complete wall on the Indian avenue side in order to arrange the fashionable suites for even greater comfort and beauty than previously.

Tomorrow is open house for visitors who would care to inspect the showplace of Village luxury.

**To The Desert Sun**  
Colborn Center, City

My suggested name for THE FIELD (formerly Field Club) is.....

My suggested name for the new municipal public park is.....

My name is.....

Address.....

Telephone.....

### And Still They Come, Those Suggestions for Park Names

More names continue to keep pouring into The Desert Sun office for The Field and the municipal park with each delivery of mail. In addition to those mentioned last week wherein several more have arrived as tributes to living persons. Among these are Coffman park, Charles Farrell field and Bennett field (after the city recreation director Bob Bennett.)

Besides these such descriptive titles as Palm field, Palm park, Sage field, Palm Springs Sand Bowl and Gold field have been forwarded. The names are said by council members to be good and well-taken and they request as many suggestions as they can receive before final date of the contest, Oct. 27, first day of Western Week, at which time winners and prizes will be announced.

### From Page 1—MORE ABOUT— HOTEL MEN

mous horsemen's group which annually sponsors Western Week.

THESE MEETINGS, to be held jointly with the Merchants association, the chamber and Los Compadres, are expected to disclose just how the organized hotel and apartment owners and operators may make their most substantial contribution to success of the event.

Meanwhile, Meyer announced the names of the men and women who head the imposing array of action committees which already are embarked upon surveys and conferences covering the problems they will handle for the hotel association throughout the season.

CHAIRMAN and committees are as follows: Greetings, Ruby Whidden; Bulletins, Twila King; Finance and Dues, Keith Herbert; Guest Grievances, Tom Burness; Membership, Louis Moore; Civic Affairs, Gerald (Jerry) Weber; Legal Affairs, Robert Levin with Atty. Saul Ruskin as counselor; Activities and Inter-Organization Cooperation, Stanley Rosin; Conventions, Ted Charlston; Government Affairs, Ralph Weinstein; Public Relations, Max Dresner with Publicist Earle O'Day as counselor.

### From Page 1—MORE ABOUT— INDIAN ACT

tained the bill will be law—the first legislation in 40 years on local lands and the first in 25 years towards improving the situation, in a week, it is believed. The bill, following the original H.R. 5310, in the first section, confers on the state of California jurisdiction, both civil and criminal on the reservation and residents thereon after Jan. 1, 1950. It further protects the Indians in "that it shall not be construed to alienate the rights of inheritance of the Indians by taxation, liens, etc."

The second section provides that permittees with valid leases shall be protected on a status quo basis until December 31, 1950.

Third section allows for the

### Bullock's Village Store Will Open With the Season

In compliance with the Retail Merchants association plan of opening the season officially tomorrow, October 1, Bullock's, the largest store in the entire desert area, will tomorrow throw open its doors as an assist to the program.

Opening for the third year in their immense \$1,750,000 deluxe building, the store will commence normal working hours tomorrow for season activity.

### Mrs. Menard Opens New Shop

Mrs. Eva Menard, who has made her home in Palm Springs since 1943, announced the opening of her new shop at 378 South Indian avenue, where she will feature Castileweave 100% wool material. It is the first time this famous material has been available in Palm Springs. It can be purchased by the yard for those desiring to have garments tailored as well as in a selection of dresses, jackets and skirts, all designed by Miles Castle, the weaver. Mrs. Menard will also have a line of peasant blouses of imported material in unusual designs and colors.

### Realtors to be Scarce in City

Realtors may be scarce around Palm Springs next week.

Headed by H. H. Foster, president of Palm Springs Real Estate board, most of them plan to take in the convention of the California Real Estate association at Long Beach from Monday to Thursday.

First official meeting of the local board is slated for October 11, President Foster said.

### Dr. Chapman to Attend Sessions

V. A. Chapman, M. D., will return to the Village and re-open his medical offices in the Carnell building probably around October 15, he wrote friends here this week.

Dr. Chapman, who spent the summer in Michigan, as usual, will remain in Chicago to attend two conventions, the American Academy of Eye, Ear, Nose and Throat specialists and the meetings of the American College of Surgeons.



TONI KING

OPENING  
October 10  
For the New Season  
**TONI KING**  
with her magic  
artistry of hair  
styling!

### Originator of the Caprice Cut

Yes... Toni King... whose genius gave America the short contour cut which has won the plaudits of ultra smart society... returns to Palm Desert for the new season.

Toni King, 6 years head hair stylist for Bullocks-Wilshire, will be available this season at her Palm Desert Beauty Salon.

**TONI KING**  
Palm Desert Beauty Salon

NEAR THE FABULOUS SHADOW MOUNTAIN CLUB  
Highway 111—12 Miles Southeast of Palm Springs  
For Appointment Phone Palm Desert 7-6881  
or Write P. O. Box 121, Palm Desert, Calif.

### GEORGE IS BACK!

**SIGNS**

SHOW CARDS  
GOLD LEAF  
WALLS TRUCKS  
MURALS FLOATS  
NEON  
Advertising ART

NEW ADDRESS  
271 S. INDIAN AVE.  
PHONE 2885

### MR. EMPLOYER...

NEED HELP?—DEPEND ON

"YOUR GIRL FRIDAY"

**Desert Employment Agency**  
262 So. Indian Ave. Ph. 2364

Sun Classifieds Bring Quick Results

## THE TALK OF THE TOWN! FINE MEATS

Operated by BILL NORRIS (Formerly of Safeway Meat Dept.)  
THE WORKMAN'S FRIEND  
Swift & Company's Finest Meats Exclusively

Prime Rib Roast---Boned and Rolled lb. 73c  
Ground Beef---Fresh and Lean - - lb. 37c  
Chuck Roasts---7-Bone, Center Cuts lb. 42c  
Beef Short Ribs---Lean and Meaty - lb. 19c  
Pork Shoulder Roast - - - - lb. 43c  
Pure Pork Sausage - - - - lb. 53c  
Colored Frying Chickens - - - lb. 49c

## GROCERIES

Iris Coffee---Drip or Grind - 1 lb. Can 49c  
Mayonnaise---Kraft Pure Pt. 37c---Qt. 61c  
Fancy Juice Oranges - - - 5 lbs. 23c  
Tuna---Fancy Light Meat Reg. Size Can 29c  
Tide - - - - - Lge. Pkg. 25c  
Cigarettes---All Popular Brands Carton 1.49  
QUALITY BRANDS  
Milk---Knudsen, Adohr 1/2 Gal. 37c---Qt. 18 1/2c  
80 COUNT  
Napkins---Paper Dinner---All Colors Pkg. 10c  
Potatoes---Fancy White Rose 10 lb. Sack 33c  
Tomato Sauce---Hunt's - - - 2 Cans 11c  
Tomato Juice---Hunt's - - - 3 Cans 25c  
Pineapple---Sliced Sml. Can 19c---Lg. Can 33c

FRIDAY AND SATURDAY

THE NEW

**JERRY'S MARKET**

CORNER INDIAN AND AMADO  
OPEN ALL DAY SUNDAY INCLUDING MEAT DEPT.

### PALM SPRINGS EMPLOYMENT AGENCY

JANE D. BROWN

A COMPLETE EMPLOYMENT SERVICE

PH. 2838

180 N. INDIAN

### VALLEY LAUNDRY & CLEANERS

Announce the Opening  
of a Local Agency

3 DAYS SERVICE  
FOR LAUNDRY AND DRY CLEANING

SPECIAL RATES FOR  
HOTELS & HOTEL APTS.  
QUICK DELIVERY

Pickup and Delivery

221 N. INDIAN AVE.

PHONE 2327

## YE QUALITY BAKE SHOPPE

245 SO. INDIAN AVE.

OPENING

SATURDAY, OCT. 1st

A complete line of the same high quality bakery goods. Special cakes for all occasions.

Phone 7333

Open 9 A.M. to 6 P.M.

Under same management

Mr. and Mrs. A. Wacek

### A REAL BUY

Completely Furnished  
3 BEDROOM  
3 BATH HOME  
on large lot  
\$21,500

**Munholland  
& CO.**

431 N. Palm Canyon Drive

Phone 3673

CHET HOOBER  
Associate Realtor

### Cathedral City Advertisers

The Desert Sun now has an experienced advertising representative in Cathedral City. For service or advertising advice and assistance

Phone 84523

## THE NOOKS APARTMENTS

Now Open for  
'49-'50 Season

Rooms --- Apartments  
Suites  
Swimming Pool

Under Management of  
RUTH JONES AVERY

1433 North Indian Avenue  
PHONE 2245

### Campbell Electric Co.

Now Located at  
136 E. Andreas

- Small Electric Appliances
- Light Bulbs
- Appliance Repairing
- Fixtures

CAMPBELL ELECTRIC CO.

CONTRACTING

Phone

2369

REPAIRING



Unusual Selection  
Genuine  
Castleweave  
100% Woolens

• Shown for the first time in Palm Springs.

A group of street dresses, jackets and skirts. Hand woven and custom tailored. The finest of workmanship. Sizes 12 to 18.

Also, limited amount of Castleweave yardage for suits and skirts.

Your inspection cordially invited.

Modeled by  
Mrs. Sally Ort

**Eva Menard**

378 S. INDIAN

(in the Hobby Shop)



**49ers Centennial**  
**Oct. 8-9, 1949**

COME SATURDAY, STAY THROUGH SUNDAY

Vol. XXIII—No. 12

**DESERT HOT SPRINGS**

SECTION

**The Desert Sun**

**49ers Centennial**  
**Oct. 8-9, 1949**

COME SATURDAY, STAY THROUGH SUNDAY

Friday, September 30, 1949

# Desert Hot Springs All Set for Big Centennial Celebration

## TWO FUN-PACKED DAYS FOR THOUSANDS AT DHS

They discovered gold in California in 1849 and 100 years later, they'll discover a wealth of fun and thrills in Desert Hot Springs when the community stages its 49er Centennial Celebration next Saturday and Sunday with a great program.

Desert Hot Springs is planning to decorate in keeping with the 49er theme. Plans to provide a gala background for the Centennial have been completed and the scene of the event will be appropriately dressed.

**IT'S GOING TO BE** a 49er affair throughout. In the big parade Saturday automobiles will be barred.

Only authentic vehicles of the old days will be featured and for the past few weeks the desert has been scoured for old rigs, buggies and equipment of the horse and buggy days.

But, with an eye to the barbering economy and itchy faces, no whiskers contest was allowed. Instead of the custom of growing beards, Desert Hot Springs will be clean-shaven for the day but display colorful neckpieces instead.

**FRONTIER TOWN** has been created on the grounds of the Chandler ranch across from the bath house on Eighth street. Here a grand stand has been built and a stage and dance floor installed.

It will be the scene of evening events.

Frontier Town will be the scene of a big variety show Saturday night.

Many acts are on the program.

**LOYOLA'S FAMOUS** band, one of the features of the Centennial celebration, will be in a top spot at the show with Paul Picerni as master of ceremonies.

Gene Gray, Silver King of the Cowboys, another big feature of the event, will be seen in a starting shooting act.

Tex Cooper appears as Buffalo Bill and Vickie Morgan will fea-

ture Western songs and dances. Princess Pontiac entertains with Indian ceremonial dances and Billy Hammond with his wonder horse, interprets desert scenes.

At 10 p. m. everybody will dance to the Loyola band on the polished floor at Frontier Town.

**UNDER DIRECTION** of L. W. Coffee, general chairman, the comfort and convenience of the thousands expected for the day has been kept uppermost.

Besides arranging a program with constant activity, those in charge have arranged for comfortable handling of the crowds. A nursery for youngsters has been provided in charge of the Red Cross so that all may enjoy the fun. "It will be a gala two-day event all around so come early Saturday and stay late Sunday," was the advice of L. W. Coffee, general chairman.



**LOOKING 'EM OVER**—General Chairman L. W. Coffee of the Desert Hot Springs '49er Centennial celebration shows Bonnie Darling of Desert Hot Springs some of the many valuable prizes to be presented winners in the event to be staged at the community on Saturday and Sunday, October 8 and 9.



**FEATURE OF EVENT**—John Y. Boudreau and his famous Loyola University band (pictured above) and variety show will be a feature of the Desert Hot Springs '49er Centennial Celebration on Saturday, October 8. This popular college band has just re-

turned from a tour of western United States and met an enthusiastic reception wherever it appeared. Boudreau is chairman of events for the '49er Centennial Celebration which runs for two days, Saturday and Sunday, October 8 and 9.

## PLANS COMPLETED FOR GALA 2-DAY EVENT SATURDAY, SUNDAY, OCT. 8, 9

Desert Hot Springs is getting ready to play host a week from tomorrow and Sunday to thousands of visitors from all over the desert and from metropolitan areas at its great 49er Centennial Celebration October 8 and 9. A full two-day program featuring a parade, many equestrian events, a dance, variety show, band concerts and barbeque has been arranged.

Plans for the great event, heralded as one of the best ever put on in the desert, have been in the making for some time and are complete today.

**OFFICIALS** of the Centennial event are L. W. Coffee, general chairman; John T. Beaudreau, chairman of events; Gene Gray, parade chairman; Rolly Proebstel, chairman of horse events; Charles Tipton, assistant chairman of horse events.

The affair is a benefit for the fire hall and two fun and thrill packed days are in prospect.

**THE INVITATION** has gone out to southern California to "come Saturday and stay through Sunday."

A full program of events has been arranged for both days with the big parade Saturday and horse events both Saturday and Sunday, crowding the daylight hours and a vaudeville show, dance and carnival, with barbeques interspersed filling in the other hours.

**THE CENTENNIAL** commemorates the discovery of gold in California in 1849 and the decorations, dress and locomotion of those days will be featured in 1949, 100 years later.

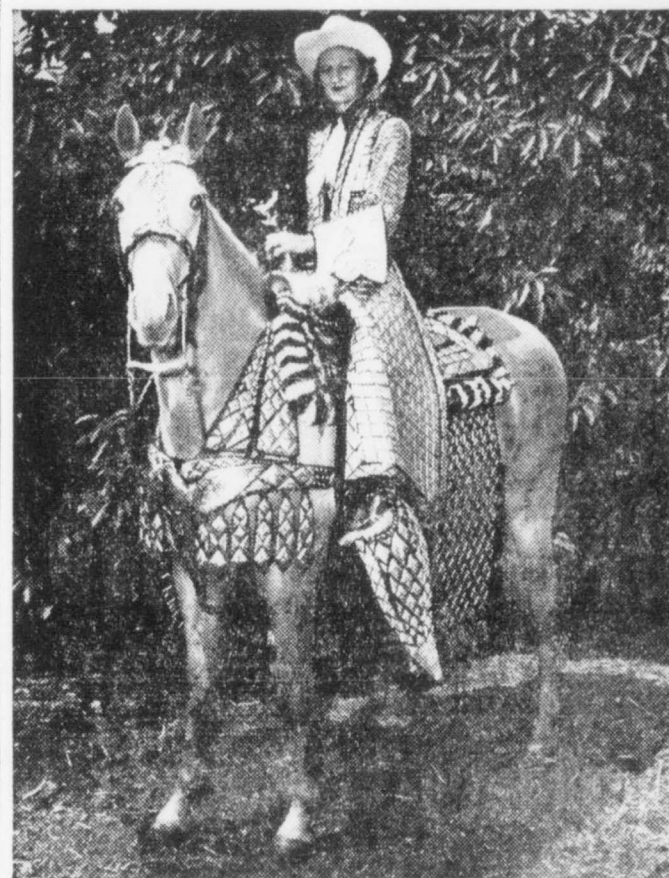
In the parade Saturday morning, for instance, there'll be no motor vehicles allowed. The horse will be king for the two days.

Prizes, valuable ones, have been offered for every division of the parade.

**GENE GRAY**, Silver King of the Cowboys, will be parade master and with his wife, will display silver trappings worth more than \$300,000 in the parade. He brings with him hundreds of entries in the parade.

One of the features of the two-day event will be the appearance of the Loyola university band.

See CENTENNIAL, Page 16



**AT CENTENNIAL**—Mrs. Gene Gray, wife of the Silver King of the Cowboys and the valuable trappings which will be a feature of the '49er Centennial celebration parade and show at Desert Hot Springs Saturday and Sunday, October 8 and 9. Gene Gray will serve as parade master for the event and will bring many cowboys and noted equestrians with him for the parade. In addition, the noted cowboy and Mrs. Gray will be featured artists at the variety show to be shown during the evening on Saturday. Many other colorful western and 49er features are planned for the show which will be staged in Frontier Town, especially built for the Desert Hot Springs 49er Centennial Celebration.

## DESERT HOT SPRINGS CENTENNIAL PROGRAM OF EVENTS

### Saturday, October 8

- 11 A. M.— 49ers Centennial Parade. (Nothing modern.) Pedestrians, horses, carriages, floats, bands, 500 entries, \$450,000 worth of silver saddles and trappings. Jock Malone, star of Republic Pictures, Grand Marshall. Caroline Cotton, star of radio and screen, Sweetheart of the Centennial. Princess Pontiac, symbol of early America, in authentic Indian folk style.
- 12 Noon—Opening of Frontier Town, 8th Street and Palm Drive. Award of Parade Prizes. Barbecue. Games. Red Dog Saloon. Rides. Movies. Entertainment. Ellisons famous Canine Acrobats, the aristocrats of dogdom. Warm Mineral Water Plunge.
- 2 P. M.— Horse Events on 10th Street. Rolly Proebstel "Major Domo." Charles Tipton, chairman.
- 8 P. M.— Big Variety Show. (Frontier Town.) Paul Picerni, Master of Ceremonies. featuring The famous 100-Piece Loyola Band. Gene Gray, Silver King of the Cowboys and Parade Master. (Shooting act.) Tex Cooper (Buffalo Bill.)

### HORSE RACING EVENTS

#### Saturday, October 8 --- 2 P. M.

- Open Cowboy Race - Winner \$50
- Open Indian Horse Race Winner \$75
- Open Horse Race - - Winner \$100
- Stake Race - - - - \$75 Added

#### Sunday, October 9 --- 2 P. M.

- Jackpot Calf Roping - - \$50 Added 3 Moneys
- Matched Horse Race - -
- Old Man's Race (60 or over) Winner \$50

Vickie Morgan, Western Songs and Dancing. Princess Pontiac (Indian Ceremonial Dances.) Billy Hammond and His Horse. Desert Scene and Interpretations. (This will be broadcast.)

10 P. M.— Modern and Western Dance. (Frontier Town.) Loyola University Dance Band. Bill Brothers, '49ers.

### Sunday, October 9

- Morning— Go to Church, you all.
- 12 Noon—Opening of Frontier Town. (8th St. and Palm Dr.) Barbecue. Games. Red Dog Saloon. Rides. Movies. Entertainment. Warm Mineral Water Plunge.
- 2 P. M.— Horse Events. (Ball Park.) Calf Roping. Horse Racing. 10 Special Equestrian Acts. Old Man's Race.

COME SATURDAY AND STAY OVER SUNDAY!



These Daily Events of the '49er Fiesta Are Programmed Above for Your Convenience.

COURTESY OF:

**CALIFORNIA ELECTRIC POWER COMPANY**

Since 1904---Pioneering new areas---Bringing the advantages of electricity to more people of the Desert Empire.





**OCTOBER  
8-9**

Saturday and Sunday

# THE '49ERS CENTENNIAL

*Commemorating the Discovery*

## 2 BIG DAYS OF SPORTS-2

On Saturday—1st Day—6 GREAT STRAIGHT-AWAY RACES: THRILLING—EXCITING QUARTER MILE DASHES

Featuring:

COWBOY RACES—With the Foremost Range Riders entered.

INDIAN RACES—A Genuine Indian 'Hoss' Race.

OLD MEN'S BAREBACK RACES—65 Years Young or Over—BAREBACK.

SHEPHERD PONY vs. BURRO RACES. AND OTHER THRILLING RACING EVENTS—ALL PACKED INTO ONE GREAT AFTERNOON'S EXCITING SPEED EVENTS OF THE OLD WEST.

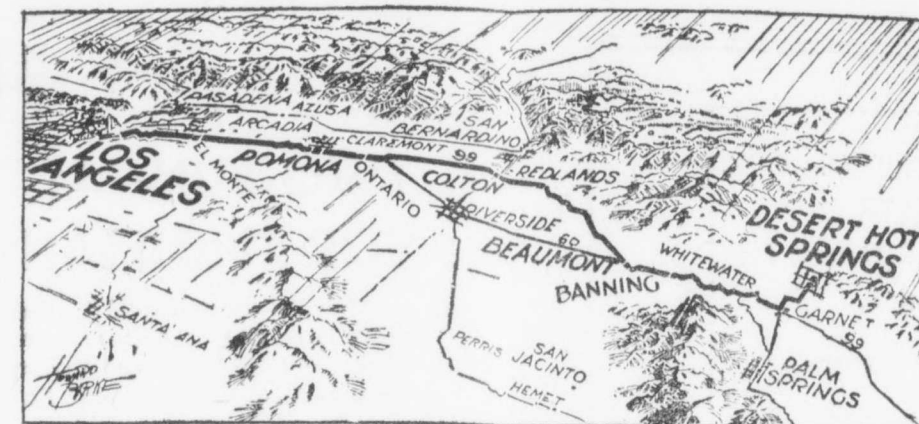
RACING ON SUNDAY—2nd DAY—Will feature HORSE DRAWN VEHICLE RACES—EXPERTS—PROFESSIONALS

and AMATEUR FAMOUS DRIVERS—ALL COMPETING IN:

SULKY RACES: BUGGY RACES: POLE TEAM RACES and other breath taking events, jam-packed with racing thrills for every hour of this great event.

LIBERAL CASH PRIZES FOR EACH AND EVERY RACE INSURES REAL SPEED!

ALL  
ROADS  
LEAD  
TO



of G  
ALL  
ROADS  
LEAD  
TO

*Desert Hot Springs, Calif.*

*The Fastest Growing Health City in the West*



## .. PRIZES ..

EVERY EVENT IN THIS GREAT DESERT HOT SPRINGS CENTENNIAL FIESTA WILL HAVE CASH PRIZES TO INSURE THE FINEST AND MOST COMPLETE ENTRY OF TALENT IN EVERY EVENT. EVERY SPECTATOR WILL SEE THE GREATEST—THE KEENEST—THE MOST THRILLING COMPETITIVE EVENTS IN EACH AND EVERY CLASS AND EVENT WHETHER IT BE:

PRIZES FOR RACING:

PRIZES FOR ALL OTHER SPORTING EVENTS:

—AND THE PRIZE OF PRIZES—YOU MAY WIN A \$2,000 BUSINESS LOT—FREE.

PRIZES AT THE MIDWAY CARNIVAL

PRIZES AT 'YE OLD TIME DANCE HALL

## CARNIVAL

ABSOLUTELY AND POSITIVELY THE GREATEST MID-WAY ATTRACTIONS SINCE '49. FUN—MUSIC—PRIZES—GAMES—PITCH RACKS—BARKERS—AND EVERYTHING THAT GOES TO MAKE FOR A REAL FIESTA OF THE GOLDEN WEST DAYS, including:

A REAL '49er HOME MADE MERRY-GO-ROUND for you to get the same thrills from riding as did your Father or your Grand-Dad, with their 'GALS' of yester-years.

**SWIMMING --- DANCING --- BANDS  
SIDESHOWS --- NOVELTY STANDS --- REFRESHMENTS**

## BIG VARIETY SHOW

- GENE GRAY  
Silver King of the Cowboys' in his GREAT SHOOTING ACT!
- TEX COOPER  
As BUFFALO BILL. The Old West Lives Again!
- VICKI MORGAN  
Western Songs and Dances.

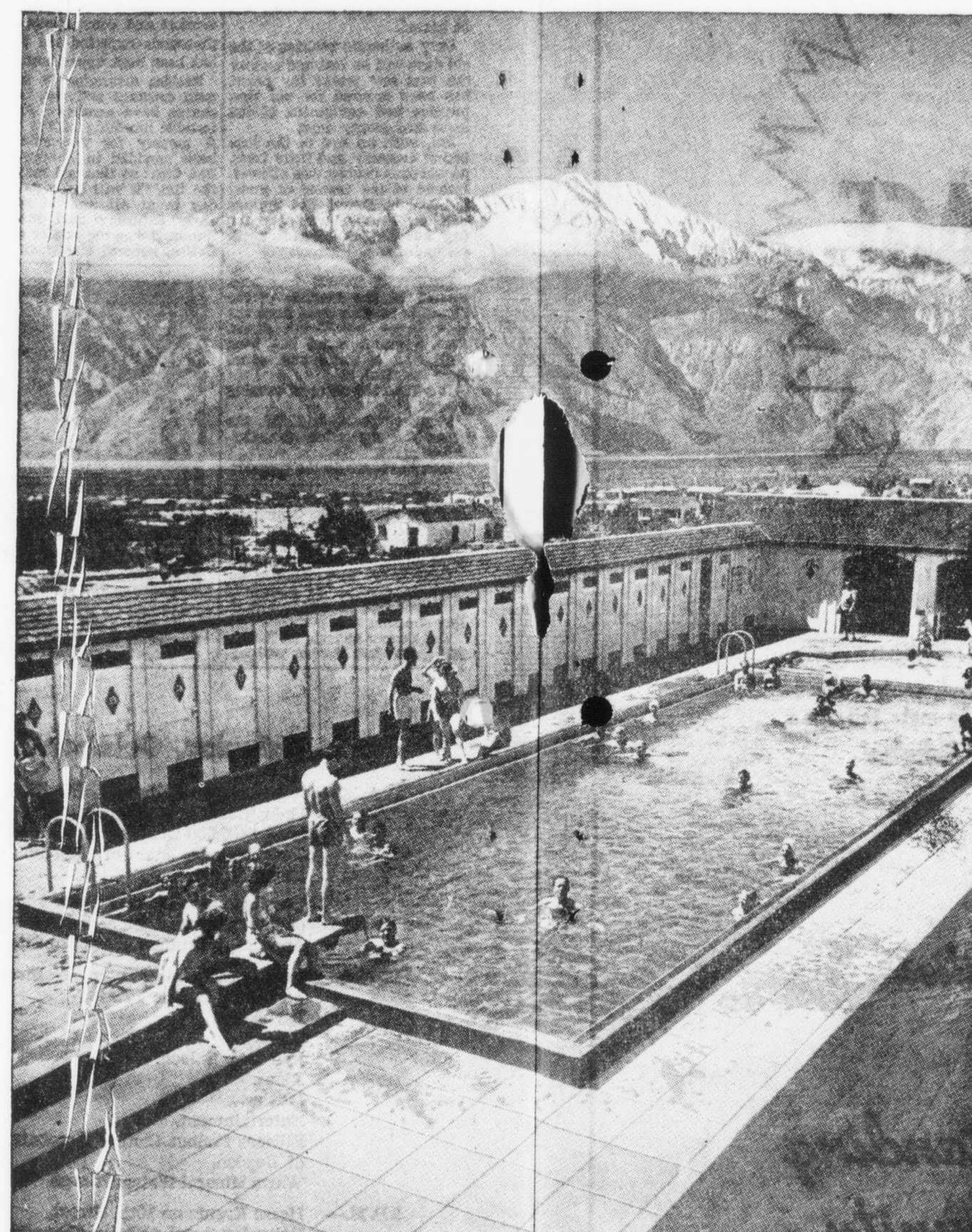
- PRINCESS PONTIAC  
A Superb Exhibitor of Indian Ceremonial Dances.
- BILLY HAMMOND and HIS HORSE  
A Thrilling Presentation of Desert Scenes and Cowboy Life.
- 100 PIECE BAND  
From Loyola University—Masters of Band Music.

## DOG SHOW

### Ellison's Canine Acrobats

THE GRANDEST GALAXY OF PERFORMING DOGS THAT HAS EVER BEEN ASSEMBLED UNDER ONE TENT. YOU MUST SEE IT. THEY ARE HUMAN IN THEIR INTELLIGENCE AND FLAWLESS IN THEIR PERFORMANCES. YEARS OF PATIENT SCHOOLING HAS PRODUCED THIS ALL-STAR CAST OF THE DOG KINGDOM. NEVER ANYWHERE HAVE YOU SEEN OR WILL YOU SEE AGAIN SUCH A PERFORMANCE! YOU WILL SEE SUCH THRILLING ACTS: THE LEAP OF DEATH THROUGH THE HOOPS OF FIRE BY BOZO. THE TIGHT-ROPE WALKING KING OF THE CANINE WORLD BY MUTTO. SUPERB, FLAWLESS, UNBELIEVEABLE ACTS THAT WILL THRILL YOU. NO DOG LOVER SHOULD MISS THIS GREAT SHOW at the FIESTA.

**COME EARLY -- STAY LATE!**



The warm water pool shown in the picture above, is the most popular warm mineral water pool in Southern California. There is a constant flow of 125 gallons of water per minute going into this pool from eight different outlets near the bottom so that the water will be at an even temperature throughout the entire pool. This amount of water flows over the scum-gutter constantly. There is a complete change of water approximately every eight hours. By forcing the water in near the bottom, allowing it to flow over the scum-gutter, makes this pool one of the most sanitary commercial pools known. The temperature will average about 95°F.

When in Desert Hot Springs  
Meet Your Friends at the

**OASIS BAR**

CONGRATULATIONS TO L. W. COFFEE  
FOUNDER OF DESERT HOT SPRINGS  
ON HIS 49th FIESTA

**A. H. Perrault**

PLUMBING AND HEATING CO.  
188 W. Livingston Banning, Calif.



On Your Way to the Fiesta  
Stop at  
**RUSTY LANTERN**  
Cocktail Lounge  
BEAUMONT • CALIFORNIA  
for  
STEAKS and REFRESHMENTS

**Tropical Palms**

**Court**

SAM DAVIS  
Proprietor

Serve  
Gas  
Refrigeration



D.H.S. PLUMBING &  
REFRIGERATION  
SUPPLIES

APPLIANCES  
AND HEATING

A. N. SANTOIRE  
Phone 466  
91 W. Pierson Blvd.

TO AND FROM  
THE 49th FIESTA  
Eat at  
**THE GRILL CAFE**  
The Place to Eat in  
Ontario, Calif.  
120 West "A" Street  
HOME-MADE PASTRY

**Blue  
Heaven  
Rancho**

VIOLA DINSMORE  
Owner

490 E. Sunny Dunes Road

## PALM SPRINGS BUILDERS' SUPPLY

Congratulations to:

L. W. Coffee, Founder and Builder  
of A Greater Desert Hot Springs  
on His Great '49er Fiesta

When You Build . . . See  
The Best at the Lowest Price

- Lumber
- Mill Work
- Paint
- Rock and Sand
- Building Supplies



# CENTENNIAL

OCTOBER  
8-9

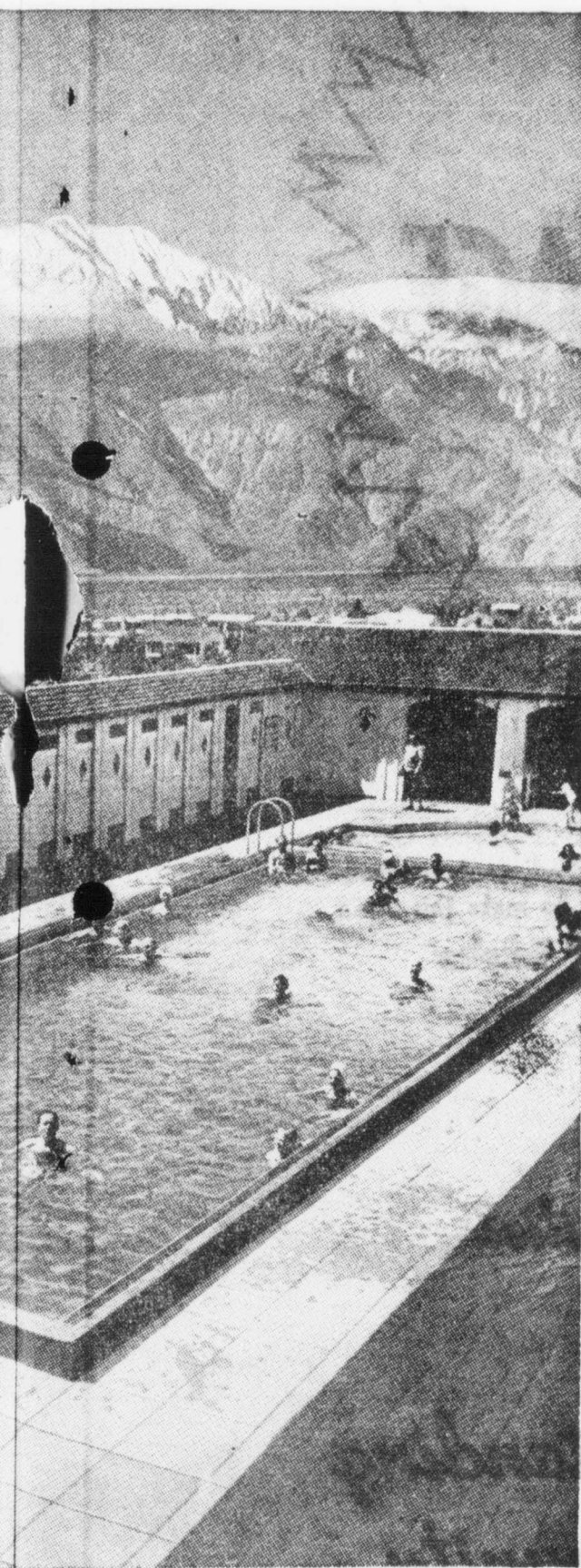
Saturday and Sunday

of Gold in California 1849

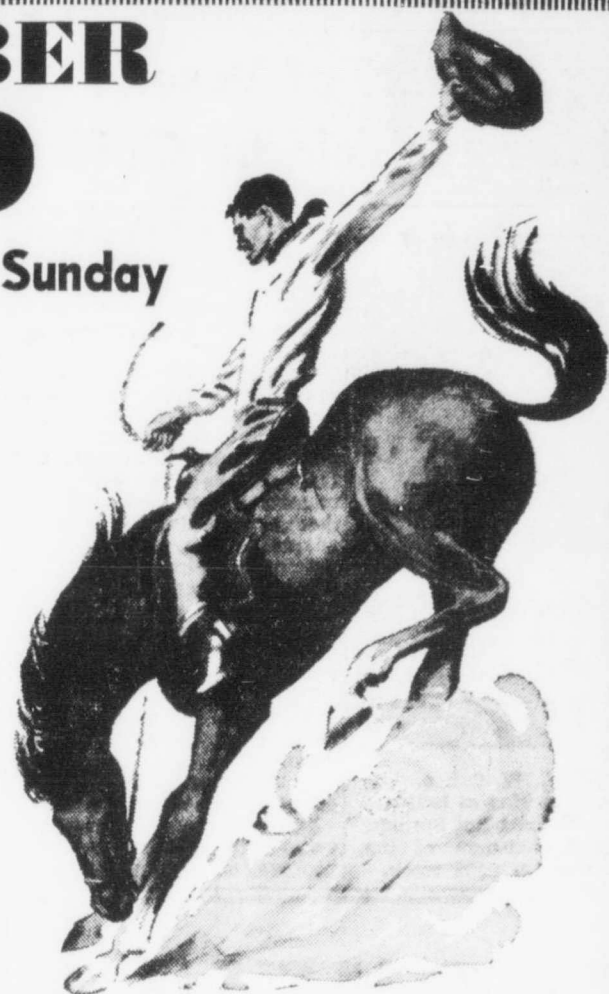
ALL  
ROADS  
LEAD  
TO

Desert Hot Springs, Calif.

Health City in the West



Most popular warm mineral water pool in Southern California. Every minute going into this pool from eight different temperature throughout the entire pool. This amount of complete change of water approximately every eight minutes flow over the scum-gutter, makes this pool one of the best in the West. The water will average about 95°F.



## FREE BARBECUE

ABSOLUTELY FREE—THE GRANDEST BARBECUE EVER PREPARED FOR YOUR FEASTING. DONE IN TRUE WESTERN STYLE at THE FIESTA DAYS OF '49. ONE OF THE WEST'S TRULY GREAT 'OLD TIME BARBECUE MASTERS' is in charge. EAT AS MUCH AS YOU CAN, WHEN YOU WANT, and WITH WHOM YOU WANT, WHERE YOU WANT on THE SPACIOUS BARBECUE GROUNDS.

## One Mile Parade

WAIT UNTIL YOU SEE THE PROGRAMMED EVENTS ON YOUR ARRIVAL — IT'S RACES — RACES — RACES — RACES — DIFFERENT — NEW — OLD — BUT ALL GOOD. HORSES — HORSES — BURROS — BURROS — PONIES — PONIES — FILLIES — NAGS. 'QUARTER-MILERS' — FREAK RACES — YOUNGSTERS of 65 YEARS on BAREBACK, etc.

FLOATS --- HORSE DRAWN CARAVANS

No Autos Permitted --- Prizes Galore for the Best Entries

Saturday, October 18, at 11 A. M.



## SULKY RACES

—and those SULKY RACES—BOY oh BOY—ASK 'GRAND-DAD, HE KNOWS'. The famous 'DAN PATCH' in his greatest race will be re-created for you in these speedy, thrilling and record-breaking SULKY RACES. And, of course, PRIZES GALORE to the winners.

5<sup>c</sup>

OLD TIME JITNEY DANCES  
JAZZ --- JIVE --- SQUARE  
CONTINUOUS MUSIC in "Ye Old Time Dance Hall"

5<sup>c</sup>



# FREE!

## \$2000.00 Business Lot

The Barbecue is FREE. The entrance Fee to the Fiesta Grounds will be only 50c, which is the only charge, and with which you will receive a numbered ticket. On the afternoon of Sunday the 9th, an official drawing will be staged on the Fiesta Grounds and a \$2,000 Business Lot in the heart of Desert Hot Springs located on Pierson Boulevard will be GIVEN AWAY ABSOLUTELY FREE AS A GATE PRIZE.

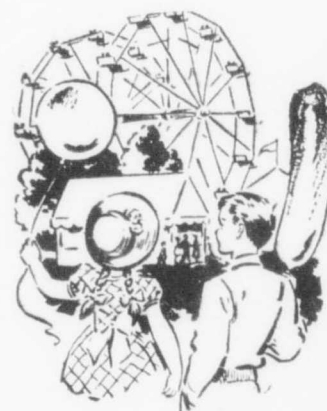
THERE WILL BE ABSOLUTELY NOTHING FOR SALE IN THE LINE OF PROPERTY OF ANY KIND. IT WILL BE TWO GRAND, GLORIOUS DAYS OF SPORT AND FIESTA FUN OF THE DAYS OF '49 AND NO BUSINESS.

THE WHEELS OF FORTUNE SPIN FOR YOU!  
FUN --- MUSIC --- LIGHTS --- LAUGHTER  
The Fiesta Spirit

## Days of '49 Reign Again!

At Desert Hot Springs

### COME EARLY -- STAY LATE!



## BUILDERS' SUPPLY CO.

Phone 2107

When You Build . . . See Us!  
The Best at the Lowest Prices!

- Lumber
- Mill Work
- Paint
- Rock and Sand
- Builders Supplies

Congratulations

to

Desert

Hot Springs

on the

49er Centennial

CALIFORNIA WATER  
& TELEPHONE CO.

THE FOLLOWING PUBLIC SPIRITED

### BUSINESS MEN OF DESERT HOT SPRINGS

extend Best Wishes to L. W. Coffee, general chairman, of the Great 49er Centennial Fiesta for the magnificent celebration to be held at Desert Hot Springs October 8 and 9. In a spirit of civic cooperation we join, with Chairman Coffee as co-sponsors of this announcement and invite one and all to visit our progressive growing community. Signed:

ELTON'S	C. C. COVEY	L. E. HAMMER
Desert Venetian Blind Co.		Desert Hot Springs 5 and 10
Maher Desert Furniture Co.		Bath House Fountain Grill
Desert Hot Springs Drug Store		Desert Supply Co.
Kissel Co.		A. A. Burrow
J. Marie Ropp	Rolly's Cafe at Garnet	Geo. Zouganiles



## Story of Start of Desert Hot Springs Told by Coffee



FOUNDER—L. W. Coffee, who conceived the idea of building the city of Desert Hot Springs, is general chairman of the '49er Centennial next week.

L. W. Coffee, general chairman of the Desert Hot Springs '49er Centennial next weekend, October 8, 9, told last week how he in 1931 decided to build a city on the site now occupied by that town.

On a visit to the W. B. Anderson homestead in that year he was taken with the hot mineral waters and their curative powers and he believed at that time they could be developed for commercial purposes. With the thought that the site would be adaptable to a good amount of patronage, being only six and one half miles from highway 99 and about 10 miles from Palm Springs, he immediately commenced making plans for the development.

Finally in 1939 he began laying out the streets and lots in the original Desert Hot Springs Cabin Sites tract. In 1940 the map was recorded and the name of the town became official.

Dedication of the hot mineral water bath house and swimming pool was officially made July 12,

1941, and they were opened to the public on that date. At that time the population of the settlement was less than 20. Today it is rated in excess of 2500.

The little town which is rapidly achieving stature in county activities is still under the watchful eye of this pioneer and now boasts a complete city—street lights, newspaper, chamber of commerce, telephone service and a civic spirit not duplicated in many towns the same size.

It is the whole-hearted response to the centennial which Coffee believes will make this the biggest event ever held at DHS.

In 1948 in Riverside county \$3.49 of each \$10 Red Cross gift was spent for local welfare services.

## 49er Canvasses to be on Display

Unique feature of the 49er Centennial celebration at Desert Hot Springs Saturday and Sunday, October 8 and 9, will be created by J. Marie Ropp, well known artist of that community.

She will create "A H'l ol' Art Gallery—Memories of '49" in which will be exhibited among many renowned artists' paintings the works of Olaf Weighorst. Weighorst is famous for his interpretations of moonlight scenes, horses and frontier life, both in this country and abroad. Miss Ropp visited his studio in El Cajon, San Diego and procured

the paintings to be presented locally and later in Palm Desert. To see these high art paintings is a must on the program of the Celebration by all lovers of the best in painting.

Miss Ropp, to whom a great deal of credit is due as the pioneer promoter of art and cultural projects in this area is the director of the Palm Desert Art Gallery in Palm Desert. The Gallery will be open officially to the public beginning October 14. The showing has been hanging in the foyer of the Desert Magazine Pueblo.

## From Page 1—MORE ABOUT—CENTENNIAL

in concert and at the Western Dance to follow.

BANDS APLENTY will be featured in the parade and winners in the various divisions will be awarded their prizes at Frontier Town on 8th street across from the bath house.

Horse events will occupy both afternoons at the ball park with an attractive program arranged. A vaudeville show with many

thrilling acts is featured in the evening Saturday and there'll be a carnival, too.

FRONTIER TOWN will be the scene of the big western dance Saturday night with the Loyola band furnishing the dance music.

Desert Hot Springs will be decorated for the event from one end to the other and the entire town is getting ready to play host to the thousands expected to be there for the two days of fun and frolic.

"Geyser" is an Icelandic word meaning "gusher" or "rager," according to the Encyclopaedia

A. A. Burrows reported that the following parties were guests at the Desert Stars hotel: Mr. and Mrs. H. T. Terroll of San Jose, Mr. and Mrs. Thiessen, also of San Jose, Mrs. Thiessen is Emma Thiessen of this city. Although the weather was warm they all said they had a wonderful sleep due to the fine cooling system.

Mr. and Mrs. Olaf Weighorst, the well-known painter, will be guests of J. Marie Ropp during the festivities of the '49 celebration.

## COCHELLA VALLEY Marches On!

### Congratulations to AUBREY WARDMAN

as he takes over Palm Village,

and

### L. W. COFFEE

on his new subdivisions at Desert Hot Springs.

### Desert Hot Springs Water Co. Salutes These Men!

Their faith in the desert is proven. Their vision and courage is an inspiration.

We welcome the opportunity to serve the community they are building.

Our Best Wishes for Their Continued Success

We have just completed a new well with excellent crystal clear cold water and are ready to give immediate domestic water service to the new tracts being added to DESERT HOT SPRINGS.

## DESERT HOT SPRINGS WATER CO.

NELSON M. LAUNER, Manager



Congratulations to L. W. Coffee, founder of Desert Hot Springs, and to the fine people of this enterprising, fast growing community, upon their civic enterprise in producing their great '49er Centennial Fiesta, October 8th and 9th. Success to You All.

## BANK BY MAIL!

### Desert Bank

Serving:

THE ENTIRE  
Desert Empire Area  
of

- DESERT HOT SPRINGS
- THOUSAND PALMS
- RANCHO MIRAGE
- PALM DESERT
- PALM VILLAGE
- CATHEDRAL CITY

Specialized Service  
for Each Depositor

Whether it be FINANCING or HOME or BUSINESS, REAL ESTATE, ESCROW, or TITLE SERVICE: Our experienced, trained and specialized personnel is at your service, to meet your individual needs at all times, when you require them.

We Are:

Organized  
Equipped and  
Conducted

for SERVICE to YOU!

### Your Account

- SAVINGS
- COMMERCIAL
- ESCROW
- TITLE
- SAFE DEPOSITORY

Cordially Solicited

We Cordially Invite You

To visit our Banking Quarters, meet our Officers and Staff, inspect for yourself.

The Most Modern Equipped Bank in the Desert Empire  
Featuring a NIGHT DEPOSITORY  
FOR YOUR CONVENIENCE

A POST CARD will bring you full details of our specialized service of "BANK BY MAIL" PLAN.

## Desert Bank

"Serving the Desert Empire"

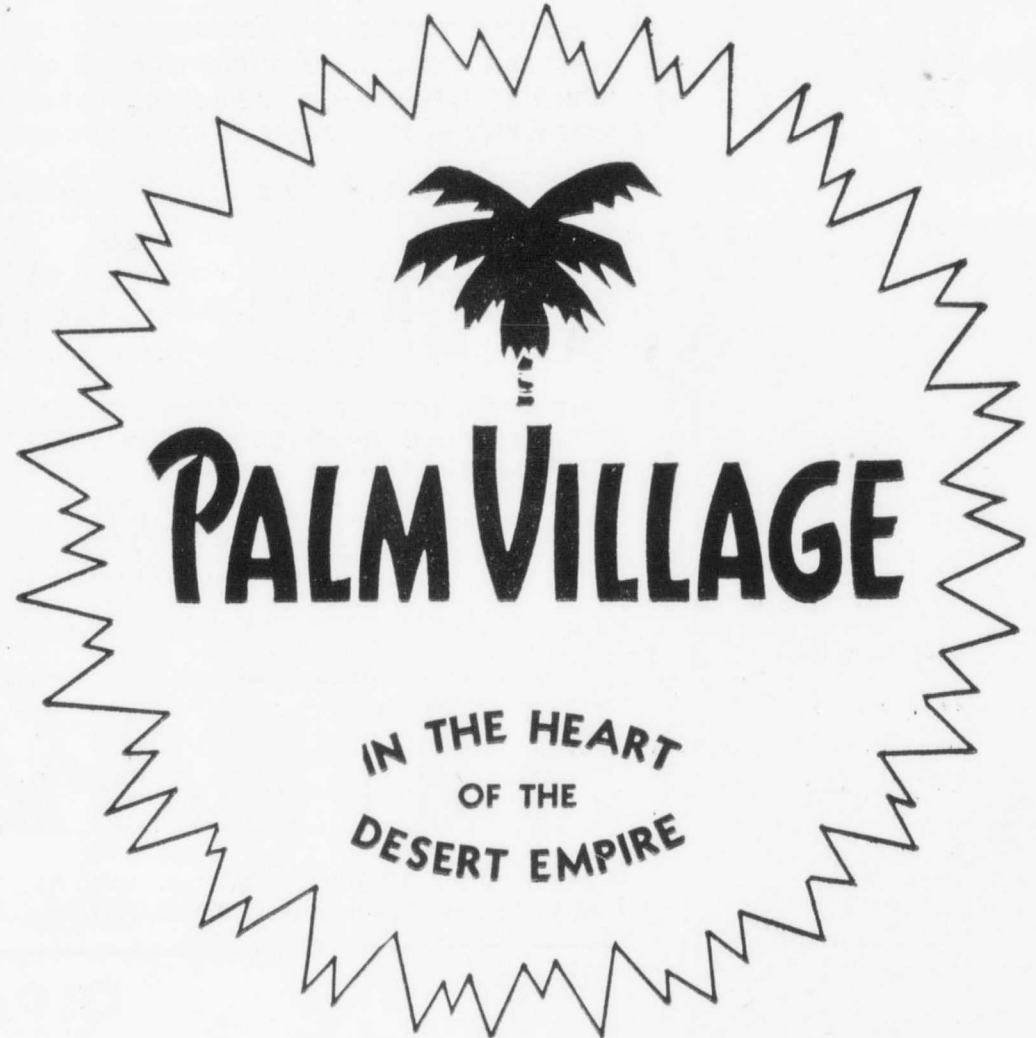
Desert Hot Springs  
Rancho Mirage  
Palm Village

Thousand Palms  
Palm Desert  
Cathedral City

WE CONGRATULATE L. B. COFFEE, founder of DESERT HOT SPRINGS—FOR HIS STAGING OF THIS MAGNIFICENT '49er CENTENNIAL FIESTA and we congratulate all the people of the delightful community of Desert Hot Springs for their many accomplishments through neighborly cooperation.

Signed: A. WARDMAN, Owner

J. I. EASLEY, Manager



NOTE we say—"AMERICA'S OUTSTANDING DESERT COMMUNITY," including several well established adjacent communities. The combination of which combine to make this Area

The Heart of the Desert Empire

Estates

Homesites

Business Opportunities

Little Ranchos

## America's Outstanding Desert Community

THE NEW OWNERSHIP and MANAGEMENT OF PALM VILLAGE have a programme for the future development of our community which gives us a feeling of pride, in which our residents and business men will share.

We most cordially invite your inspection of PALM VILLAGE with its beautiful HOMES, FINE STREETS, SWIMMING POOLS, RECREATIONAL FACILITIES, GOOD STORES, and above all THE FINE PEOPLE, all of which combine to make PALM VILLAGE EVERLASTINGLY WONDERFUL.

LOCATED ON STATE HIGHWAY NO. 111

Midway Between

INDIO AND PALM SPRINGS

That's Why---We Say:

"IN THE HEART OF THE DESERT EMPIRE"

## PALM VILLAGE